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HERE'S

WESTERN CANADA!



8th
Annual
Edition

All of Western Canada's grandeur, and thousands of useful facts crammed into one compact book. Up-to-the-minute information on Resorts, Bungalows, Camps, Hotels, Fishing and Hunting Lodges, and Fine Places for Foods, in Canada's Rockies, glorious West, and on the Alaska Highway. Detailed maps showing highways and road-surface conditions, foot trails, etc.

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to Western Canada

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MEDICINE HAT—1948 Stampede, July 17-18

RED DEER—1948 Fair, July 29-31

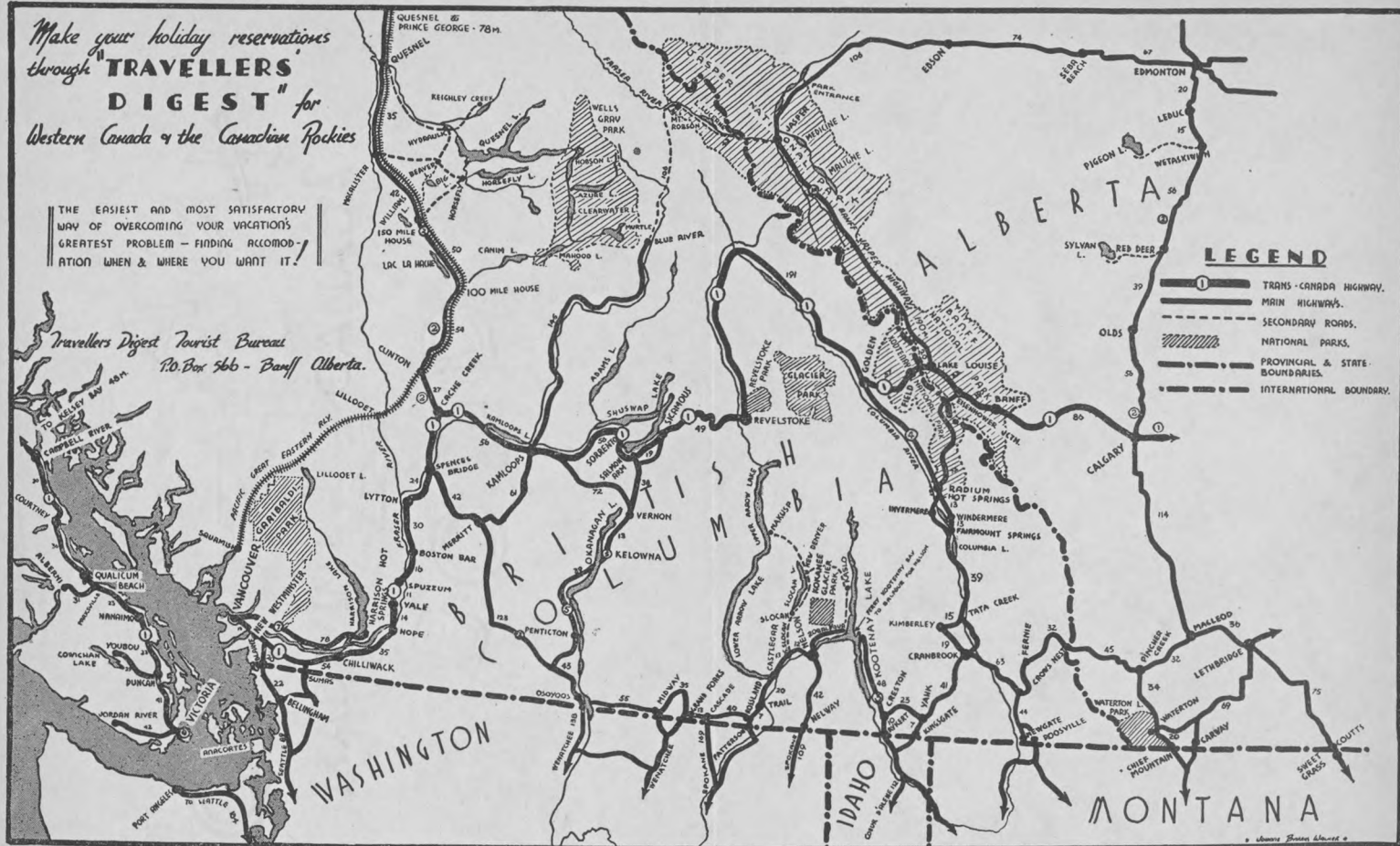
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crystal are EATON features.

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WESTERN LIMITED

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Western Canada & the Canadian Rockies

THE EASIEST AND MOST SATISFACTORY
WAY OF OVERCOMING YOUR VACATION'S
GREATEST PROBLEM - FINDING ACCOMMOD-
ATION WHEN & WHERE YOU WANT IT!

Travellers Digest Tourist Bureau
P.O. Box 566 - Banff Alberta.



Information regarding road conditions and surfaces as at April, 1948—Kingsgate to Banff: Hard-surfaced Kingsgate to Radium Hot Springs, gravel Hot Springs to Eisenhower Jct., then hard-surface to Banff. Banff to Jasper: Hard-surfaced to Junction near Lake Louise (36-miles) then balance of 150-miles is good gravel road. May be improved this summer. Most Scenic Highway in Rockies. Don't miss this trip! Banff to Lake Louise, Emerald Lake, Yoho, etc.: Hard-surfaced roads most places, well-kept gravelled roads others. Banff-Calgary-Edmonton-Jasper: Hard-surfaced highway to Calgary and on to Edmonton, and balance of 247-miles usually kept in good condition even though most of it gravelled. Vancouver to Banff, via Kamloops and Big Bend Highway: Vancouver to Salmon Arm, hard-surfaced, then Salmon Arm to Sicamous and on to Revelstoke is gravel for most of way. Revelstoke to Golden via Big Bend is likewise gravel road, and from Golden to Banff is

gravel to Lake Louise, then hard-surfaced. Coutts to Calgary, via Lethbridge: All hard-surfaced. Nelway to Banff, via Nelson, B. C.: Hard-surfaced Nelway to Ferry at Balfour, and should be same by summer from Kootenay Bay right to Banff. Wonderful trip through this way, and highly recommended. Chief Mountain Entry Port to Waterton, Pincher Creek, Macleod, Banff: Hard-surfaced from Border to Waterton (20-miles), Waterton to Pincher Creek (34-miles) is gravelled, Pincher to Banff, hard-surfaced. Okanagan Valley: Road from Osoyoos to Penticton, Kelowna, Vernon all hard-surfaced, and should be hard-surfaced Vernon to Kamloops, via Salmon Arm this summer. (A lovely alternate route to Vancouver). Vancouver Island: Victoria to Nanaimo hard-surfaced. Same to Parksville, then some construction under way for next thirty miles to Courtenay. Good hard-surfaced road there to Campbell River. Road may be all hard-surfaced by summer, 1948.



Herewith
Our
Eighth
Annual
Edition!

**1948 News and Views on the Rockies, Western Canada
and the Alaska Highway**

Since we last went to press, the Digest Caravan has covered all the old territory and lots of new, and blow me down . . . it's kept us hopping! Probing, questioning, enjoying the scenery, and clicking our little Box Brownie a mile a minute! We've tried the fishing (and found it good) we've travelled the highways (and spoken to the Government about a few of 'em) . . . eaten the food and nursed our ulcers, and tried the accommodation wherever we found it—big beds, little beds, soft beds, hard beds, and a certain rain swept haystack to the north of Skookumchuk—but that's another story . . . the good things we've found we pass on to you.

So take your time and read it through—everything is for your guidance—and to help make your holiday as smooth-running as possible. There's an index over the page for quick reference, so use it. The maps will help you, and so, we hope, will the Hunting and Fishing Information. If you disagree with anything we tell you, let us know and we'll sort it out.

In case you didn't know, we have a Tourist Bureau in Banff, and can make reservations for you anywhere in Western Canada, we can arrange any sort of vacation you wish, and specialize in "Custom built Holidays for YOU" . . . drop us a note, or give us a ring . . . meanwhile . . .

Hope you'll have a grand holiday,

Sincerely,

"THE RAMBLERS"

(Edith M. Sykes, Johnnie B. Walker, Florence J. Richardson)

Maps and Cartoons by Johnnie B. Walker

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Victoria and Vancouver Island

By Johnnie Barras Walker

If you've never been to Victoria and Vancouver Island, it's worth a thought when vacation planning time comes around. In winters to come you won't need to sit around and talk about Mrs. McGillicuddy's gallstones. Vancouver Island's uniqueness and infinite variety will keep your tongue wagging for years.

You'll soon find it on the map, it's the hunk stuck off the west coast of the continent, too far north to be Catalina, and too far south to be the Aleutians. It's easy to reach, just head in its general direction, and sooner or later you'll run across a ferry waiting to take you over the pond. There are sailings from Vancouver and Seattle, and a very popular service from Anacortes, all taking you to Victoria. If you prefer to slap the Island bang in the middle, there is a service from Vancouver to Nanaimo, the only snag being that you'll probably spend the rest of your holiday there, arguing with your mother-in-law as to whether you should go north or south!

'Way back in 1843, the Hudson's Bay Co. built a Fort at the southern tip of Vancouver Island, washed on three sides by the waters of the Straits of Georgia and Juan de Fuca. The fort has gone, and a city has grown in its place, and to it Englishmen have brought not only the parks, gardens and shady streets that one associates with England, but their customs, their courtesy, and their leisurely way of life, blending the amenities of today with the traditions of a thousand years.

The average North American entering Victoria will take a look around, and probably be thinking, in no time at all, "A real bit of Old England". That's quite natural—after all, he's probably been brought up on the old recipe of cricket, crumpets, and C. Aubrey Smith, and while these ingredients by no means make up the Old England that is Victoria, there are certainly bits of it here and there standing around in obvious contrast to the natives! To the Englishman at large on this continent, bewildered by such alien things as hamburgers and chewing gum relief maps under even his church pew, Victoria is a haven. Here he will find the comfort of the companionable things he knows, and with them a way of life that is passing in England. Victoria certainly reflects the English atmosphere in its shops, and in its parks and gardens, and in true tradition, the tinkling of tea cups at 4 p.m. daily would put Bow Bells themselves to shame. The garden complex has taken a picturesque step in the hanging of flower baskets from the lamp posts of many of the main streets. This may be risky in a high wind, but after all there are less lyrical ways of shuffling off this mortal coil other than by a biff on the bean from a pot of petunias.

A breaking with the English tradition seems to have occurred with the withdrawal of the British type uniforms of the Police Dept. The force is now turned loose in the more familiar garb,

(Continued on Page 5)





Fine
IMPORTED
BRITISH
SPORTSWEAR

Headquarters for distinctive Sports Wear and fine Imported Woollens in Western Canada, W. & J. Wilson stores in Victoria, Vancouver and at Banff and Lake Louise afford a selection that is always a delight to visitors from all over the continent.

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*Displays also at Painter's Fishing Resort
and Qualicum Beach Hotel on the Island.*

no doubt appearing to the bewildered citizens rather like a mercenary army of taxiless taxi drivers. Happily, one man remains, a stalwart in the old helmet and tunic, whose stand will be on the Causeway, where, as from the days of Captain Cook, arriving tourists may see him in his pride, and gleefully shout, as one man . . . "How Quaint" . . . and with the hour of parting, much as the Lei and Aloha may jerk an errant tear, surely there can be no sight more moving than a bobby's bonnet, hull down on the horizon!

Victoria has lots to delight the eye, the fine inner harbour and terraced lawns leading back to the imposing facade of the Parliament Buildings, Thunderbird Park, with its totems, and the lakes, streams, and bridges of Beacon Hill Park. You can walk along the cliffs with the gleaming peaks of the Olympics across the Straits, or sunbathe and swim from the beach below, only two of the many activities that will make a holiday superb. It does seem odd that the Golden Ale for which Britain is really famous has been banned by the trembling fingers of the City Fathers, and that the thirsty traveller must needs hie out to the nearby naval base of Esquimalt for refreshment. You'll find, though, that Victoria holds most of the things for which the Old Country is known and respected, from the finest quality goods in the stores, to the courtesy, friendliness, and pleasant way of life of its citizens.

If this has been your first visit to Victoria, you'll come again, most people do. Some even decide that it would be a good place to die, and dutifully return with their declining years for that purpose . . . but it isn't as easy as you'd think! It's so darned healthy, they had to shoot an old man to start a cemetery!



A POPULAR TRIP

One of the most popular trips for Victoria vacationists is the combined land and water tour which takes in Butchart's Gardens, the Malahat Drive, etc. Suggest you drive out on Douglas Street to Beacon Hill Park, then turn left and follow the Marine Drive out to Oak Bay, then on through the Uplands to Cadboro Bay, and Cordova Bay . . . turning again to the left at the sign beyond Cordova Bay pointing to Butchart's Gardens. After you've seen the Gardens, take the Ferry across to Mill Bay, then lunch, tea or dine at the Malahat Chalet on Malahat Drive. You'll see some magnificent scenery on the return trip, including Coldstream Park, Royal Colwood Golf Club grounds, etc. Trip can be done in three hours—but take more time—make it a half-day or day trip and enjoy life!

From Brentwood: 8.00 a.m. to 11.00 p.m. Hourly on the hour

From Mill Bay: 8.30 a.m. to 11.30 p.m. Hourly on the half-hour

Vancouver Island and Victoria, B. C.

Victoria—(Pop. 98,615. Capital City of British Columbia.)

How to Get Here:

Come by either Canadian Pacific Ferry from Seattle, Wash., or Vancouver or Steveston, B. C. or by Black Ball Ferry Lines from Seattle or Port Angeles, Wash. For schedules enquire at company's offices in any port.

Be sure to make your reservations in advance, either summer or winter. Do this direct or through your Automobile Association or Travel Agent.

The Island Highway, extending a distance of 186 miles from Victoria north to Menzies Bay via the famous Malahat Drive, takes you through a scenic wonderland of incomparable charm. Its cool evergreen forests; its crisp sea breezes; its magnificent scenery of mountain, lake and river; its bathing, boating, camping, hiking and fishing make it an unparalleled vacation centre.

In Victoria

Smart
Modern
U-DRIVE
Service

everything
for the
CHEVROLET
and
OLDSMOBILE
Owner

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VICTORIA'S GREATEST
SERVICE WAY



Oak Bay Beach Hotel

in Victoria, B. C.

affords all the leisurely charm of old-world Victoria with the comfort demanded by the most fastidious. One of the world's most famous golf courses across the road, fishing, boating, swimming and every other sport. Within easy reach of Victoria's entrancing shopping centre and an ideal starting point for all Island beauty spots. A charming dining room serving the products of our own farm, vegetables, fowl, hams and bacons, home-made jams and pickles, and rich dairy products. Public rooms and bedrooms delightfully furnished including an intriguing display of old-world antiques and objects d'art.

Mrs. H. C. MacDonald



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Over 300 feet of streamlined luxury . . . the new Puget Sound flagship . . . Seattle to Victoria, B. C.

M.V. CHINOOK

Capacity 1000 persons • 100 automobiles • radar equipped
100 staterooms accommodating 208 persons • all beds, no berths
spacious lounges • dining salon • coffee shop.

Port Angeles to Victoria, B. C.

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Anacortes to Sidney via San Juan Islands

Greatly augmented service all summer long. Fast frequent sailings through the scenic 172 islands of the San Juan Islands.



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VICTORIA, B. C. • E 0222
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BLACK BALL LINE

SEATTLE-VICTORIA SERVICE

Effective May 1st Through September 30th, 1948

M.V. CHINOOK

Lv. Seattle	Arr. Victoria	Lv. Victoria	Arr. Seattle
11:45 p.m.	7:15 a.m.	5:15 p.m.	9:30 p.m.
	(via P.A.)		(direct)

PORT ANGELES-VICTORIA SERVICE

Lv. Port Angeles	Arr. Victoria	Lv. Victoria	Arr. Pt. Angeles
6:00 a.m.	7:15 a.m.	8:15 a.m.	9:30 a.m.
10:00 a.m.	11:45 a.m.	12:35 a.m.	1:50 p.m.
3:00 p.m.	4:15 p.m.		

Additional Service Effective June 28th Through September 6th, 1948

Lv. Port Angeles	Arr. Victoria	Lv. Victoria	Arr. Pt. Angeles
8:00 a.m.	9:40 a.m.	10:10 a.m.	11:50 a.m.
12:20 p.m.	2:00 p.m.	2:45 p.m.	4:25 p.m.

ANACORTES-SIDNEY SERVICE

Effective May 1st Through June 27th and September 7th Through September 30th, 1948

Lv. Anacortes	Arr. Sidney	Lv. Sidney	Arr. Anacortes
7:40 a.m.	‡10:30 a.m.	§11:10 a.m.	1:40 p.m.
2:10 p.m.	‡ 4:50 p.m.	‡ 5:15 p.m.	8:10 p.m.

Two additional sailings to San Juan Islands from Anacortes daily.

Sundays and U. S. Holidays.

Lv. Anacortes	Arr. Sidney	Lv. Sidney	Arr. Anacortes
‡7:40 a.m.	10:30 a.m.	‡11:10 a.m.	1:55 p.m.

Four additional sailings to San Juan Islands from Anacortes.

Additional Service Effective June 28th Through September 6th, 1948

Lv. Anacortes	Arr. Sidney	Lv. Sidney	Arr. Anacortes
7:40 a.m.	10:20 a.m.	7:00 a.m.	10:00 a.m.
¶10:15 a.m.	1:30 p.m.	¶11:20 a.m.	2:00 p.m.
2:45 p.m.	5:15 p.m.	¶ 2:15 p.m.	5:30 p.m.
¶ 6:15 p.m.	9:30 p.m.	¶ 5:45 p.m.	8:30 p.m.

Two additional sailings to San Juan Islands from Anacortes daily.

‡ via Orcas if car space available.

§ via Orcas to discharge traffic from Sidney.

¶ via Orcas.

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Dinnerware of Fashion, for generations the prized possession of our best families, "SPODE", though made for over a century and a half, never was so popular as now. We have Sixty-two Open Stock Patterns to select from. Purchase them by the piece or set. "Spode never discontinues a Pattern."

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Robertson Limited

Phone E. 3921

1007 Government St.

Victoria, B. C.

62 Open Stock Patterns

The Story of

Spode

JOSIAH SPODE, the First, was born in 1733 A.D., and coming from Staffordshire stock of long lineage he had potting in his blood. As a pupil of Thomas Whieldon, he learned the Potter's Craft side by side with Wedgwood. Some of Spode's work was done during the reign of George II, but most of it during that of George III. He was a contemporary of Dr. Johnson, Goldsmith, Fox, Sheridan and others and also a Freeman of the City of London.

In 1770 A.D., Josiah Spode took over the present pottery plant at Stoke. He was a Quaker and a man of great ability and charm. Fourteen years after commencing work on his own behalf, he introduced his hand-printed underglaze blue ware. Technically perfect, it was soon being sold to the markets of the world. Less than six years later he produced, with the co-operation of his brilliant son, the first scientific formulae for the production of Bone China.

In 1797 A.D., Spode, the First died and his son made his father's great friend and London manager, William Copeland, his partner.

In February, 1941, the descendants of William Copeland welcomed King George VI and Queen Elizabeth to the same Spode works. In the showroom they admired the finished pieces of this 170-year-old firm, the Royal couple signed the Visitor's Book which contains signatures of George V and Queen Mary. Then Mr. Ronald Copeland conducted them on a tour of the factory where they watched the various processes of making fine china, chatting with the workmen, some of them with a record of over 40 years with the firm.

Recommended Shops in Victoria

The Tourist of Discrimination

... has long preferred to shop at Victoria's Finest Ladies' Shop, "SCURRAHS", which is centrally located at 728 Yates Street.

A Special Feature are the Coats and Suits made expressly for Scurrahs from the finest imported materials . . . 100% Camel Hair . . . Soft Cashmeres . . . Lambs Wool and Cashmere Mixtures . . . and Fine Gabardines, all tailored to the finest standards.

Also featured are English and Scotch Sweaters in Cashmere and Shetland by such makers as Peter Scott and Lansea, and a fine Quality line in Suits and Coats by Mangone and Printzess, which, whilst made in Canada, are definitely tailored from imported British Materials. American Tourists will be particularly interested in our prices here, as compared to those existent for the same quality and make sold at home.


The Fur Department is equally worth your attention . . . there is a wide selection of the Finest Furs . . . beautifully styled . . . any of which would make an outstanding addition to any woman's wardrobe.

There's many, many other lovely things . . . such as one of France's finest products—Gloves by Trefousse—and we suggest that you make a point of dropping in for a browse around, and seeing for yourself that Scurrahs reputation of Quality plus Prices that are Reasonable is a true fact.

728 Yates Street

Scurrahs


Victoria, B. C.



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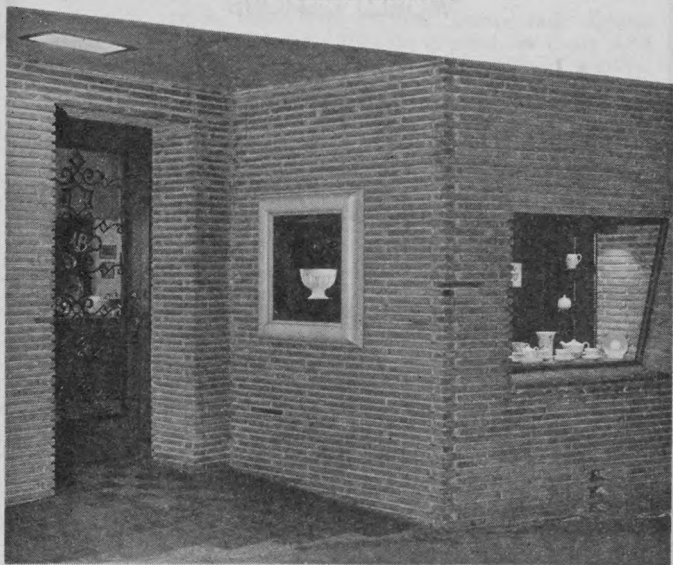
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English China

We Specialize in
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visit to our shop interesting and enjoyable*

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884 Fort Street

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*Whose
Quality is Woven
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Early in the '30s a small band of Scottish experts journeyed to Vancouver Island determined to apply superlative Scottish skills and yarn qualities to the demands of a different climate.

And now you may choose from superb lengths of Harris, Cheviot, Saxony, Shetland, or Worsted, and even to feather-weight pure wool dress crepes.

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The latest skilled craftsman to work with the Island Weavers is a first-rank tailor just arrived from London.



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818 Howe Street
VANCOUVER, B. C.

111 Bloor Street
TORONTO, ONT.

LOOMS AT
816 Esquimalt Road,
VICTORIA, B. C.



Hudson's Bay Company Store, Victoria, B. C.

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- English Woollens ● Imported Linens

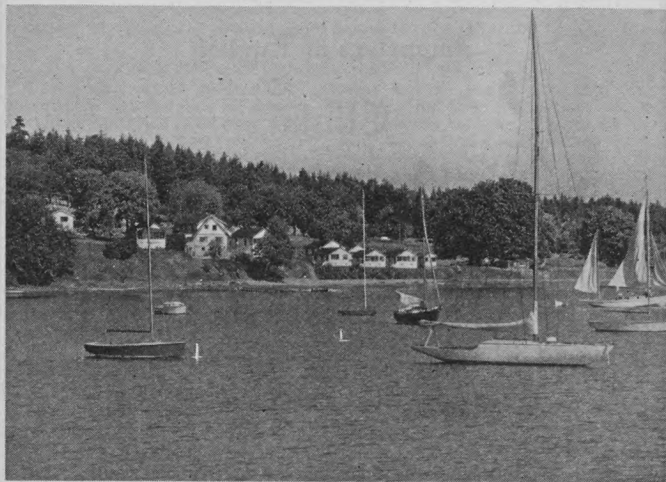
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AT VICTORIA, B. C.



On Beautiful Cadboro Bay, 4½ Miles from City Centre

Cadboro Court is unusual. It not only offers the tourist unparalleled accommodation, but also the ultimate in restful surroundings and leisurely recreational facilities.

There are fourteen bungalows, each with delightfully furnished living room, most with fireplaces, a bedroom, beautifully appointed, spacious dinette, fully modern kitchen with oil or electric range, private bathroom, and oil heating.

Beautifully landscaped gardens with shady lawns for lazing, a swimming pool on the grounds for fresh water bathing, or the beach at your front door for salt water enthusiasts, and—a fishing pool where you can catch your own trout!

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Victoria, B. C.

For "Really English" Afternoon Teas . . .

. . . by all means go to Spencer's Tea Room, which is in the David Spencer store, on Douglas Street, Victoria.

You'll get a delightful Tea, replete with your choice of Hot Buttered Crumpets . . . Muffins or Toasted Tea Cakes . . . dainty sandwiches . . . enticing cakes and tarts, served with pleasure and enjoyed with leisure in the quiet atmosphere, with a lovely vista of the harbour over your teacup. Decidedly a pleasant spot!

In and Around Victoria, B. C.

There are many places of interest within the city—and many delightful drives can be taken. The Marine Drive makes a circuit of the city and provides wonderful views of the Olympics and the great white cone of Mount Baker in the State of Washington and of the far-flung Coast Range of British Columbia. Mr. Butchart's Sunken Gardens, renowned world-over for their unique beauty and design, are but a few miles from the city. Closely adjacent to Parliament Buildings is Thunderbird Park, with its remarkable display of the art of the Coast Indians. Across from Thunderbird Park is the Crystal Gardens, with its indoor swimming pool of heated salt water. Beyond this lies Beacon Hill Park, where myriad little ponds, rustic bridges and exotic blooms make a veritable paradise.

Recommended Motels and Courts:

The San Sebastian Court, which is on the Gorge Road, about five minutes' drive from City centre, is an outstanding Court. Very fine up-to-the-minute bungalows with every facility and convenience. Write, wire or phone for Reservations. C. Traunweiser, Owner.

The Windsor Motor Court, 16 blocks from City Centre on Gorge Road. 37 De Luxe Suites or Single Motel Rooms. Telephone E 9115.

Recommended Cafes:

Royal Dominion Cafe, adjoining Dominion Hotel, or The Major-ette, on Douglas Street between Johnson and Yates St. Also Melody Lane, corner of Hillside and Douglas Streets. This is a spot where you can Dine and also Dance if you wish. Food is tops and surroundings are pleasing. Plenty of parking space.

For:

Quality Merchandise . . .

. . . at Prices You Can Afford

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1324 Douglas Street, Victoria B. C.

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Sports Wear

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Suits

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Direct Importer
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The English Shoppe

Victoria, B. C.

"Illustrated booklet sent free on request."

"Olde England"

... offers the visitor to Victoria a genuine English atmosphere with the delightful hospitality of a well-run home. Half-timbered, gabled, reminiscent of Tudor England, set in the midst of three acres of Sunken and Rock Gardens, with vistas of Sea and Mountains. Spacious bedrooms with private bath and Sun Verandah overlook the Straits of Juan de Fuca. Luxurious beds ensure tranquil sleep. Rates are \$5.00 to \$9.00 (Double) on European Plan.

To the seeker of traditional background, "Olde England" never fails to charm. Its rare period pieces of furniture and china are an unending delight, and the unique collection of flintlock guns, armour, swords and crossbows recently brought out from England are shown to perfection in a 17th Century Baronial Hall.

English Teas, Lunches and Dinners feature excellent home-cooked foods, and Roast Beef with Yorkshire Pudding, and English Trifle are Specialties. Visitors are cordially invited to Dine with us—but please telephone ahead for a reservation to Garden 0233. A warm and cheery welcome awaits you on the threshold.

Your Hosts—Squadron Leader and Mrs. Lane

"Olde England"

429 Lampson Street, Victoria, B. C.

Exclusive Ladies' Fashions . . .

USING CUSTOMERS' OWN MATERIALS

Beals

"The English Tailor"

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1011 Government Street
Victoria, B. C.

The Wishbone Grill . . .



The tempting morsels shown above give a slight indication of the magnificent banquet type delicacies for which Karl Breitschmid is widely known in both Europe and North America. Famed for his party and banquet catering, in the Wishbone Grill he brings to you the joy of his menu magic without having to wait with watering mouth for an invitation to one of the many functions to which he caters.

Formerly of Lucerne, Switzerland, and Chief Chef at various leading European Hotels, Mr. Breitschmid's personal cook book includes 175 different ways of serving potatoes and 1,000 ways of serving eggs: add to this 30 wonderful sauces and 700 different kinds of soup, and you'll realize that ordering at the Wishbone gives you plenty of scope, and little chance of monotony in your holiday diet. No need to assume however, that this is for gourmets and millionaires only. The regular menus are of the same fine cuisine, and at prices which compare favourably with any others in the city.

An attractive innovation to eating in Victoria is the addition this year of the city's first Open Air Restaurant, with that wonderfully relaxed and pleasurable air that only the eating of fine food in outdoor comfort can bring.

You'll find the Wishbone Grill, and the Open Air Restaurant at Douglas and Courtney Streets, and for table reservations, the phone number is Empire 2613. We think the food superb, and have given an indication of its infinite variety . . . if you seek a higher authority, it is recommended by Duncan Hines!

. . . and Open Air Restaurant

Douglas and Courtney Streets, Victoria, B. C.

Hand-Weaving and the Island Weavers

Less than two hundred years ago all the world's clothing was made by hand with simple wooden appliances such as the spinning-wheel, the loom and the fulling stocks. Then about 1760 the invention of the flying-shuttle on the loom enabled weavers to multiply their production of cloth. Invention succeeded invention, until cheap production by factory-owned plant secured the market. The quality of the cloth has been subordinated to the needs of **machine** production.

The uniformity of fabric and design which is inherent in **mass-production** has bred a corresponding mentality. It is only the initiate who realizes that the elaborate plant and processes in modern large-scale manufacture are not for improving the **quality** of the material, **but to cheapen** production, and to give a better appearance to the inferior materials often used.

In all the Americas there is only one little plant where pure virgin-wool yarns from the United Kingdom are woven by HAND.

Early in the '30s a small band of Scottish experts journeyed to Vancouver Island determined to apply the superlative Scottish skills and yarn qualities to the demands of a different climate and different houses. It was not long before their tweeds were being eagerly bought, not only across the length and breadth of Canada, but in New York and San Francisco. A new style was gradually developed, which is now sought for by buyers from South America, Africa, India, China, and even back again from London; but it is quite impossible for the supply to meet the demand.

In the pre-war days the Island Weavers gloried in all the luxury materials, crepe-worsted, camel-hair, angora, etc. It was their determination to keep the price reasonable. Pure Cashmere from their looms could be tailored into a coat at a total cost of fifty dollars.

Those days are gone, but luxuries are returning, and the endeavour of the Island Weavers remains the same. Crepe-worsted is here, Cashmeres are in sight, vicunas, angoras, camel-hairs and others are hoped for.

But see for yourself the superbly woven Saxony, Orkney, Cheviot, Harris and Botany which can **now** be bought by the **early** bird in all the latest and most fashionable hues and colours at prices lower than comparable hand-woven tweeds are now being sold in London.

Brenta Lodge

On Vancouver Island 12 Miles from Victoria



Boating
Swimming
Fishing
Games Room
Golf
Tennis
Dancing

One of the loveliest and most up-to-date resorts in British Columbia

All Suites and Rooms have private bath, twin or double beds, steam heat. Lodge has waterfrontage on three acres of landscaped grounds with private bathing float. Numerous boats and handsome Aux. Yacht "Lucania" available to guests for free trips on beautiful Saanich Inlet.

Rates: *(Inclusive of Meals and Lodge Facilities)*

Room in Lodge with Private Bath

\$7.50 per day each person—\$90.00 per week double

**Suites with Sitting Room
and Private Bath**

\$9.00 per day each person

\$110.00 per week double

\$190.00 per week, four persons

*Special Winter and Out of
Season Rates*



Phone Keating 58-M

Brentwood, V.I., British Columbia



Private Suites

Donald H. McKay, Manager

Victoria, B. C.

Personality Gifts . . .

are to be found at the Blue Window Library and Gift Shop at 1607A Douglas Street, near the Hudson's Bay.

It's a unique little shop where you'll thoroughly enjoy browsing around. There are hundreds of appealing gift items—hand knitted baby gifts, china, jewellery, pictures, handkerchiefs and luncheon sets of pure Irish Linen . . . hand-made dolls . . . artist painted ties, etc., etc. It is truly Victoria's fascinating shop.

Blue Window Library and Gift Shop

Traditionally British!

Ask any "G.I. Joe" or "Canuck" about that old reliable institution in England called "The Fish and Chip Shop", and they'll tell you it's as British as John Bull. It flourishes in every city, village and hamlet in England!

For real Fish and Chips—Fish fried in batter to a golden brown, with some tasty Chips (French Fries to you), stroll or drive down and partake of a meal at:

Old British Fish & Chips

1316 Broad Street

VICTORIA, B. C.

TINTING

STYLING

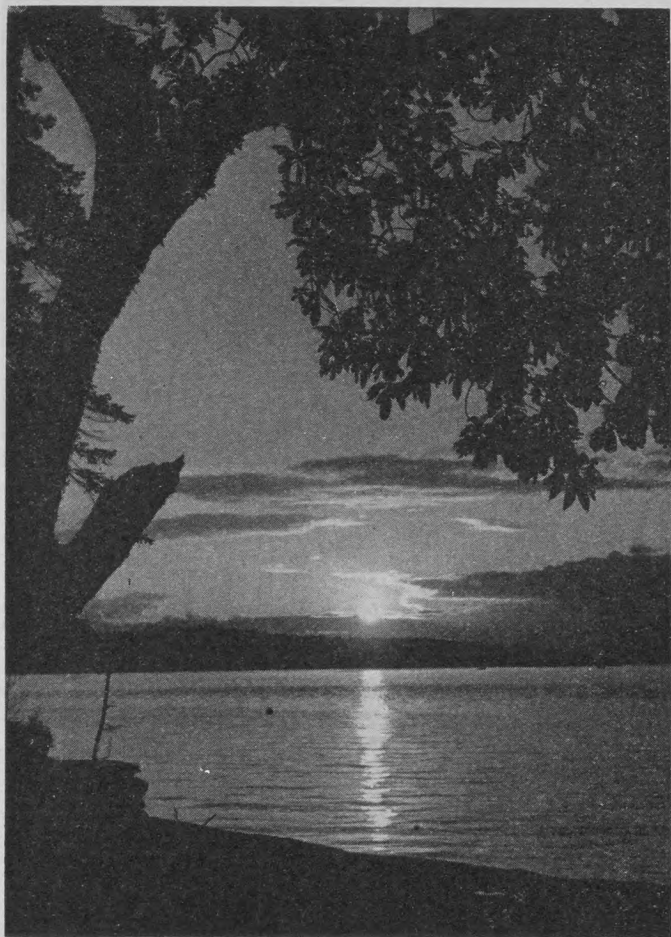
Reimer's Beauty Salon

743 VIEW STREET ½ Block East of Spencer's Store

Up-to-Date Salon with fully experienced operators in every type of Beauty Work. We carry a complete line of Cosmetics and also Costume Jewelry and Accessories

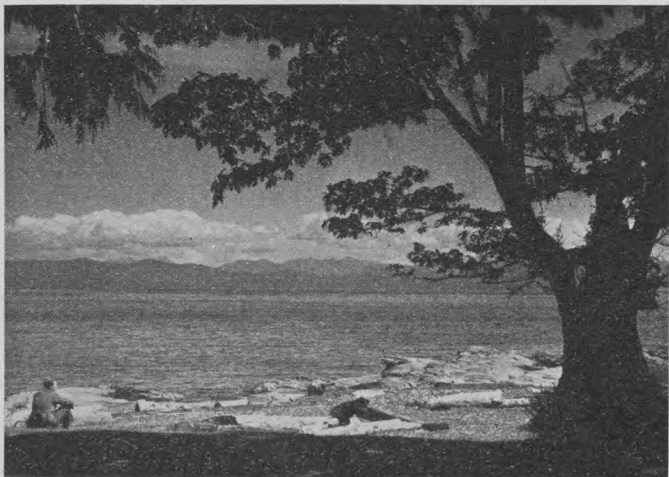
Established in Victoria Since 1925

Phone Empire 4432 for Appointment



—J. B. Walker

"Nocturne" Sunset at Nanoose Bay, Vancouver Island.



Peterson Point, Vancouver Island. —J. B. Walker

Island Journey

You can start your tour of Vancouver Island from Victoria, and head north along the Island Highway. You don't need a course in map reading to get along, this road is the main artery, and you can't go wrong. A few miles out of Victoria, you start to ascend the famous Malahat Drive, winding above Saanich Inlet, and from its summit enjoy an unparalleled view of the ocean, the white cone of Mount Baker, and the snow-capped ramparts of the Olympics. Descending again, it's a nice idea to take a short detour by way of Cowichan Bay, renowned for its pleasant atmosphere, fishing, and as the home of the famous Indian Sweaters . . . these are good, even President Truman has one!

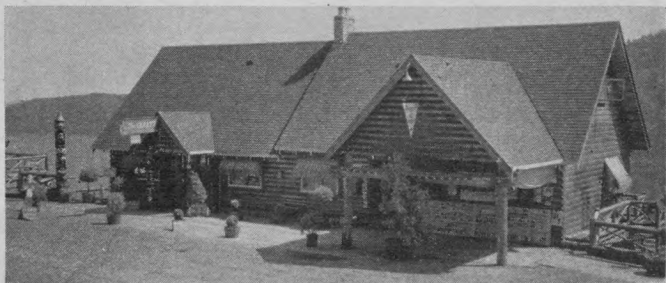
Duncan is the next town to appear through your windshield, a pleasant place, rich in many things for which Victoria is better known. It was here that (Please turn to Page 29)



"... ARGUING WITH YOUR MOTHER-IN-LAW - PORT ALBERNI, OR CAMPBELL RIVER?"

Malahat Chalet

Unique view Dining Room on Vancouver Island Highway.



17 miles north of Victoria on the scenic Malahat Drive with one of the world's most beautiful sea and mountain views. Delicious meals from 9 to 8, featuring Chicken and Steak dinners. A delightful display of English China, Indian Basketware, Sweaters and other Island souvenirs. Look for the famous Totem Pole Sign.

* * *

Malahat Mountain Motel

A peaceful, quiet Bungalow Court, overlooking one of the finest views on Vancouver Island, on famous Malahat Drive, just 17 miles north of Victoria.

The Cottages are cedar lined, rustic finish, each with its stone fireplace—a cozy living room and restful bedroom, full bathroom, and a kitchen with all the gadgets you need to set up housekeeping.

Furnishings are of the best all the way through. The Cottages accommodate four people, and are reasonably priced. This is one of Vancouver Island's really "choice" Bungalow Courts. For reservations write or wire:

MALAHAT MOUNTAIN HOTEL

Malahat P.O., V.I.

(Just seven minutes from Good Salmon Fishing Grounds)

Home of the Famous "Indian Sweater"



Have you ever seen those heavy Woollen Sweaters, worn by so many sportsmen (and women, too), the ones with the Indian designs, or designs of animals woven through them? And have you wondered just how they were made—who made them—and where you could buy them?

Well, we'll try to solve your problems. These' Sweaters are made by the Cowichan Tribe of Indians on Vancouver Island, and are made from Pure Virgin Wool, washed and carded and woven by hand. The high Oil Content of this wool makes these sweaters almost totally waterproof.

They are, of course, washable, and you'll get years of hard wear out of one of them.

Where to buy them? There's a shop at Koksilah, on Vancouver Island, just about four miles south of Duncan, called "The Canoe Shop," and it's really the "Home" of the Indian Sweater, for it is in the heart of the district where they are woven, and the Indians have traded here for years. This is where President Truman's sweater was knitted!

If you want a special pattern this can be arranged for you.

You can also buy Genuine Indian Totem Poles, made by the Cowichan Indians here.

The Canoe Store
Koksilah, B. C.

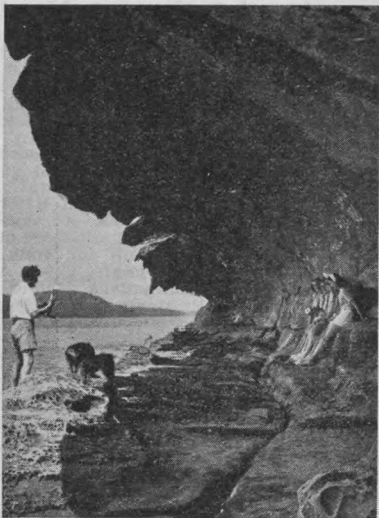
Robert Service found boredom in a store, before packing his bag and setting forth to find fame by his rhymes from the Yukon. Before you yourself head further north, maybe you'd like to take a side trip to Cowichan Lake and Youbou. If not, Chemainus and Ladysmith bring you to Nanaimo.

Nanaimo is chiefly a commercial city, confining itself largely to digging coal and shipping lumber. However, it has interest for the tourist as an alternative arrival and exit point for the Mainland, and as the largest city you will pass through on your Island Journey. It boasts one of the very few original Hudson's Bay Co. Forts, the tower-like Bastion. It is not quite in its original position—seems that occasional town planning improvements have moved it about a bit, and with the extensive C.P.R. Terminal work now under way, may end up in a class with the Mexican Jumping Bean—but as an unusual historic

monument is well worth a click of your camera. A short boat trip will take you to the Malaspina Gallery on Gabriola Island. The Gallery is a cavern, worn by the sea, that is really something different, and 'tis said that when Malaspina trotted back to Spain with his notes and sketches, the Inquisition waxed so sceptical that he hurriedly put out a statement that there wasn't any such place . . . so go and have a look at it!

Instead of following the main highway from Nanaimo, why not go by way of Departure Bay when you again head north. It's the first turn on the right after you've made a blind approach through the clouds of steam which designate the local laundry. It's a good place for a swim, a picnic or a hot dog, and is also

(Turn to Page 32)



Malaspina Gallery

—J. B. Walker

Nanaimo Headquarters for Fishing Tackle!

Walls and Bradshaw

ENGLISH CHINA

FISHING TACKLE

--

SPORTING GOODS

Food and Lodging—North of Nanaimo, B. C.

THE ISLAND HALL: Situated at Parksville, with the beach for a doorstep! A very comfortable Inn, operated on either European or American Plan, with good Cuisine . . . airy bedrooms . . . lovely Lounge. Excellent Beach here.

BLUEBIRD BUNGALOW COURT: At Port Alberni. Fully Modern Bungalows, well furnished throughout. Housekeeping equipped. Very good.

KLITSA LODGE: At Sproat Lake, out of Alberni. A Lodge of outstanding merit in magnificent surroundings. Excellent Meals, fine accommodation. Good Trout Fishing here at Lake. See information on other page on Klitsa. It's tops.

ST. ANDREW'S LODGE: At Qualicum Beach. A most hospitable small Lodge, meticulously clean. Also several first-rate cottages. All well set-up for housekeeping, and quite comfortable. Rates are reasonable. Open All Year. Mr. and Mrs. Muir Little are Owner-Managers. Phone 332.

"THE CLIFF": At Qualicum Beach. A small Bungalow Court . . . fully modern, with living room, two bedrooms, cabinet kitchen and full bathroom. On hill overlooking Georgia Straits, away from noise of traffic. Very Good.

BEN BOW INN: At Qualicum. This is one of Duncan Hines' recommendations, as well as one of ours, so it should be good. Fully modern Cottages as well as Rooms in the Inn. Excellent Coffee Shop adjacent to Inn, which we recommend to anyone for the best in Food at Qualicum.

THE COURTENAY HOTEL: At Courtenay, B. C. This is situated over the Bridge from town. Has rooms with private bath or without. Quite comfortable.

THE FORT: At Comox, B. C. One of the few really de luxe Resort Lodges on the Island, standing in twelve acres of wooded and beautifully landscaped grounds on a bluff on Comox Bay with a view that's grand.

FORBIDDEN PLATEAU LODGE: 15 miles West of Courtenay, 2100 feet above sea level, on slopes of Mount Beecher. Operated on American Plan. Get details on this from Tourist Bureau at Courtenay.

GEM CAFE, at Courtenay, and the **SNOWDROP CAFE,** are in our opinion the two best bets for food in Courtenay. Anyone will direct you to them.

RICHMOND COURT: At Campbell River. A small Lodge, very comfortable, with lots of lawn space and shady trees. Right on the ocean-front. Meals are home-cooked and first-rate. Open all Year. Telephone 17-K. Campbell River.

PAINTER'S FISHING RESORT: At Campbell River. Known the world over wherever two or three fishermen foregather! Undoubtedly Vancouver Island's piscatorial paradise! Every type of accommodation—from the camp type to de luxe Hotel and Bungalow lodgings. See our advertisement on this, or write them direct for detailed folder. **OPEN ALL YEAR,** and a grand place for a holiday at any time—whether you fish or just holiday!

TERMINAL CAFE: At Campbell River. We recommend this as being the best we found in this area. You drive through the town and on toward Painter's Lodge. It's about 1½ miles on Main road.

Tourists Note!

Tourist Bureaus are operated at Nanaimo and at Courtenay, by the Board of Trade, and for accommodation anywhere between Nanaimo and Campbell River, we suggest you contact them personally or phone ahead for your reservations. They will let you know about any of the places listed above as to accommodation situation.

Klitsa Lodge

*On Beautiful SPROAT LAKE in the very heart
of Vancouver Island*

A modern roomy lodge with every amenity and comfort. 140 miles of shoreline shadowed by majestic forest giants. Reached from Nanaimo or Victoria over world's most scenic roads.

P.O. Address:
Sproat Lake,
Vancouver Island,
B. C.

Telephone:
Port Alberni
44X



In Alberni, B. C.

A "One-Stop" Service!

CORFIELD MOTORS LTD.

Right at Junction at Somass River

ALBERNI, B. C.

Ed. Raynor, Manager

STANDARD OIL PRODUCTS

Lubrication, Towing

Phone Alberni 740

"Use Your Credit Card"

the home of the Pacific Biological Station where all and sundry are busy counting caviarre, and autographing fish and throwing them back. Incidentally, doing a good job on behalf of the commercial fisherman and sportsman, so if you're one of the Companions of the Rod and Line, doff your cap to 'em as you pass by! When you get to Parksville, by way of Lantzville and Nanoose Bay, you find you have the choice of following two roads, one continuing up the coast, and the other over the back of the Island to the only point where it is washed by the waters of the west coast—Port Alberni. It is a wonderfully scenic drive, through Cathedral Grove, possibly the finest stand of mighty Douglas Fir in North America, and skirting lovely Cameron Lake and snow-capped Mt. Arrow-smith before dropping you down to Alberni. There's good fishing in this part of the world, and some excellent resorts for your comfort.



BUSY AUTOGRAPHING
FISH, AND THROWING
THEM BACK . . .

The coast road takes you through Qualicum Beach, with its sandy beaches and pleasant setting, and via Courtenay, past the Forbidden Plateau to the one spot to which all true fishermen bow three times at sunset—Campbell River—Home of the Fighting Tyee! This is really a fisherman's paradise, a world's record was set last year when a 70½-lb. Tyee Salmon was hauled in, and you'll really get sport. There is fishing all the year round, for Tyee, Cohoe and Spring salmon, sea bass, and sea steelhead, and cutthroat trout, and all in a setting of ocean, mountains and streams that can make a holiday memorable even if you never bait a hook!

This is about as far north as you can go on the best highways. There are others, you'll see them turning off as you go along, and most of them have something of interest to offer you.

Recommended Accommodation in Nanaimo

The MALASPINA HOTEL in Nanaimo is a very comfortable, well-appointed Hotel finely situated overlooking the harbour. Rooms are available with or without private bath, and we can particularly recommend their Coffee Shop and Dining Room.

When Visiting Nanaimo, Call at

Filmer's Stationery

Complete lines of . . .

. . . Souvenirs . . . Post Cards . . . English China

. . . Novelties . . . Books and Cards . . .

Toys and Games

51 Commercial Street

Nanaimo



The Lodge

PAINTER'S Year 'Round Resort

Noted for its fishing and hunting, Painter's famous resort has something for everyone. It is situated with locations on both sides of the mouth of the Campbell River where Tyee, Cohoe and Spring salmon abound. A variety of accommodations are available, including the Lodge with exceptional year 'round facilities for regular and commercial guests. According to your tastes there's also Cottages, the Tyee Camp and the Spit Tent Camp. All locations have private wharf and complete fishing facilities. Whether it's fishing, hunting or just relaxing, Painter's has something for everyone. Write for booklet.

Alan M. Maclean, General Manager

Painter's Fishing Resort

LTD.

CAMPBELL RIVER

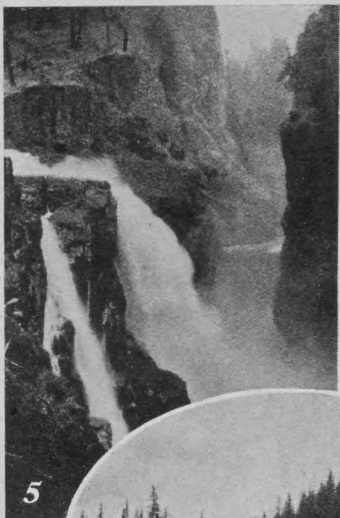
Vancouver Island

British Columbia

There's Holiday Fun For Everyone

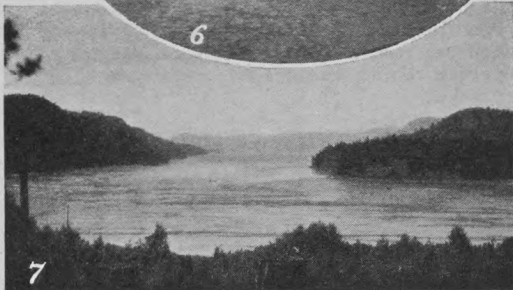
Accommodations at Campbell River

There's every type—to suit every purse—from De-Luxe Lodges to Tourist Rooms. A number of Motor Courts offer fully modern cottages as well as the more reasonably priced Cabins. Lodges and Hotels operate on either American or European Plan. Reservation Service: As a convenience for the visitor who has not made reservations in advance, Lloyd's Taxi, Phone 54 Campbell River, offers a courtesy service, and if you will contact them and tell them your requirements, they will see that reservations are made for you, or write for detailed information to The Secretary, Board of Trade, Campbell River, B. C.



TOP:
ELK FALLS

CENTRE:
CAMPBELL
RIVER



LOWER:
SEYMOUR
NARROWS

VANCOUVER ISLAND—BRITISH COLUMBIA

CAMPBELL RIVER

Even a whisper of "Campbell River" will bring a fisherman snorting to his feet with his creel at the "ready", for it is known the world over for its mighty fighting Tyee Salmon, one of these beauties weighing 70½ lbs. set several new records in 1947 when caught by Mr. Ray E. Slocum on 3/6 tackle at Painters Fishing Resort . . . Smaller, but full of fight are the June Cohoe and Spring Salmon, plentiful from June to September, or if your vacation should run later than this, Steelhead Trout run from December to March, averaging 10 to 11 lbs. and you can carry straight on with the Cutthroat run which starts in March through to September . . . so whatever time of the year you go fishing, Campbell River has exceptional sport to offer.

If you happen to prefer your fish from the can, or the fishmonger, you can just ignore the fishermen, and still find more than enough in Campbell River and vicinity to make up a vacation memory album second to none . . . If you prefer hunting, once again, you can find sport all the year round; the deer season runs from the middle of September to the end of November . . . and there is open season for the plentiful black bear and cougar all the year round. Duck shooting is pretty good, and great numbers of brant are along the coast in February. Additionally, Campbell River is famous for its blue grouse with the season from approximately September 15th to October 15th.

For the more leisurely holiday, just take a boat, and roam amongst the countless islands off the coast, drive out and see famous Ripple Rock, watch the shipping heading through the inside passage and Seymour Narrows to and from Alaska. You can expend a little more energy in hiking or riding along the trails which follow the coast or wind inland, or you can just laze . . . whichever you do, you do it in a combination of fine scenery and appetite-tickling sea breezes . . . what more can you ask?

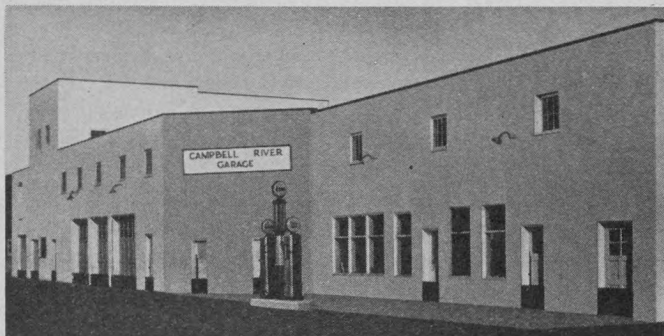
COLUMBIA'S ISLAND PARADISE!

Calling All Cars on Vancouver Island !!

If you need Car Service on Vancouver Island—whether it's only for Gas and Oil or a Lubrication job—or if it's for either minor or major repairs, "The Traveller's Digest" can honestly recommend the Garages listed below. They have "Know-How" boys to look after you, and will give you good work for your money. We deal with them personally, and if you don't get a "good deal", write and tell us, and we'll do something about it!



CAMPBELL RIVER GARAGE CO. LTD.



Marine Ways

Imperial Oil Products

Reliable Service

On Main Highway

Telephone Campbell River 4



In Royston, B. C.

ROYSTON MOTOR COMPANY

IMPERIAL OIL PRODUCTS

Right at Junction to Cumberland. 24-Hour Towing Service.

Telephone 359-R-1



In Courtenay, B. C.

SHAW MOTORS

IMPERIAL OIL PRODUCTS

On the Main Highway—Telephone 148 for Towing



Visitors To British Columbia

With limited vacation time will be greatly interest in our
2 and 3 Day "All Expense" Combined Rail and Water Tours
On Sale During Months June, July, August, Sempتمبر

TOUR "A"—3 DAYS

Vancouver, B. C. to Quesnel, B. C. and return. A moderately priced tour amid the wonderful scenic beauty of Central and Northern British Columbia. This tour includes round trip transportation (rail and water), sleeping car accommodation, all meals in dining cars, scenic drive and luncheon at Quesnel.

TOUR "B-1"—2 DAYS

Vancouver, B. C. to Lillooet, B. C. and return. For those with limited time this combination rail and water tour through the superb scenic beauty of Central British Columbia into the very heart of the Cariboo. This tour includes round trip transportation (rail and water), all meals in the dining cars, open top observation car privileges, overnight stay at Craig Lodge.

TOUR "B-2"—3 DAYS

Vancouver, B. C. to Lillooet, B. C. and return. This tour is same as Tour B-1 for first day, also third day. It also includes one full day and two nights stopover and all meals second day at Craig Lodge. Round trip transportation (rail and water), all meals in dining cars and open top observation car privileges.

Cost of Tours—Revenue Tax Included—No Other Expense

Tour "A"—One Person in Lower Berth **\$50.00**

Tour "A"—One Person in Upper Berth **\$48.00**

Drawing Rooms available at slightly increased cost

Tour "B-1"—**\$25.00** For Two Day Tour

Tour "B-2"—**\$30.00** For Three Day Tour

For Full Particulars and Literature Concerning These Tours
See Your Nearest Rail or Travel Agent or Write Direct to the

General Passenger Department

736 Granville Street, Vancouver, B. C.

Phone MArine 3338

Dixon's Fine Arts

Ltd.

639 HOWE STREET

VANCOUVER, B. C.



Direct Importers

OF

Spode - Wedgwood - Royal Doulton

English Dinnerware

Teaware - Fancy China

Doulton Figurines



*See Vancouver's Finest
China Shop*

There's Everything for a Holiday in Vancouver

Theatre Under the Stars

Vancouver has undoubtedly one of the finest of "Theatres Under the Stars", which has a setting in Stanley Park at the Malkin Memorial Bowl. Here nightly during the summer season you can enjoy the finest of operettas in unparalleled surroundings, plus the ultimate in artistic achievement. Ask at your Hotel or Camp as to making reservations.

Stanley Park

1000 acres of natural park, world-famous for its primitive beauty, wealth of foliage and giant trees, encircled by a 9-mile paved road; contains a Symphonic Shell, Zoo, Lumberman's Arch, Harding Memorial, Giant Fir Trees, Model Indian Village and Totem Poles, Brockton Point, Prospect Point and the "Lions Gate", Siwash Rock, four bathing beaches, picnic grounds, Ceperley Children's Playground fully equipped, bowling greens, tennis courts, pitch and putt golf course, putting greens, tea houses, "Theatre Under the Stars".

To reach the Park, drive West on Georgia St., about half a mile from Hotel Vancouver and you will reach Park Entrance. Park your car in parking area and see the enchanting Gardens. Drive around Park is about 7 miles and terminates at Seashore at English Bay.

Golfing

If you're a golf enthusiast, there's quite a number of sporty courses in Vancouver, where you can indulge in your favorite pastime every month of the year. Ask your Hotel for information as to location, etc.

Fishing

British Columbia is justly famed for its salmon, steelhead and trout fishing, and you don't have to drive very far out from Vancouver to get to some really choice fishing spots.

You can hie over to Horseshoe Bay or Eagle Bay, on the West Shore, for tops in salmon fishing during the months of April, May, August and September. There are power boats and fishing tackle for rent, and guides are available if required. If you prefer the fighting steelhead for your fishing sport, try the Capilano River during the fall or spring. If you manage to hook into one of these you'll have a real scrap on your hands!

Howe Street

Vancouver's little "Bond Street" . .

Want to know where to find a goodly share of Vancouver's really "smart" Shops? It's on Howe Street . . . just a block West of Granville . . . and the exclusive little shopping area extends for about four blocks, North to South, from Pender to Smithe Street.

Undoubtedly it is the little "Bond Street" of Vancouver, for this small area encompasses a dazzling array of smart shops, each specializing in its own particular line.

Fine English China, Scottish Woollens, Ultra-Smart Sports Wear, Hand-woven Tweeds, Antiques, Lingerie, Irish Linens . . . in fact just about everything you could dream of.

They're all on Howe Street, and you won't have parking problems or become foot-weary trying to find just the particular thing you want . . . you haven't far to go to find it.

CANADA'S FINEST
*Imported and Domestic
Sportwear and Accessories*



Write "Suzie" For Personally Selected Mail Orders

639 Howe

MArine 1449

West and North Vancouver

Some of the finest scenery in the Vancouver area is on the West and North shores, and is reached by crossing the Lions Gate Bridge, via Stanley Park, or by Ferry from Vancouver. The Lions Gate Bridge itself is a magnificent structure, being the longest suspension bridge in the British Empire. Length of span, 1500 feet. Clearance, 200 feet. Height of pillars, 370 feet.

The Marine Drive, which passes beauty spots such as Fisherman's Cove, Eagle Harbour, Garrow Bay, Horseshoe Bay and terminates at Whytecliff, is outstanding in beauty. Excellent Salmon Fishing can be had in any of these Bays. Enquire at your Motor Court or Hotel as to making reservations for Boats. The Capilano Suspension Bridge is in North Vancouver and is 450 feet long and 250 feet high, spanning the picturesque Capilano Canyon.

It is certainly a relaxing place to stay over here, and if you are stopping at the Auto Courts, you can get a special Pass for \$1.25 which entitles you to twelve trips across the bridge (car and driver) and extra passengers are 4 cents.

Lions Gate Tourist Court

Only ten minutes from downtown Vancouver (the closest Court to Vancouver). Drive through beautiful Stanley Park, across the Lions Gate Bridge, turn right for half a block and look for the blue roofs!

Twelve Units, each with Bedroom, Living Room (with Studio Lounge which can be used if required for sleeping, at an extra charge of \$1.00), and private bathroom with shower, plus kitchenette with light housekeeping facilities, and an additional Six New Cottages have Pembroke Tub Baths and Showers. All are well appointed—not de-luxe, but very comfortable. Rates are \$6.00, \$7.00 and \$8.00 daily for two, with slight additional charge for extra persons.

For reservations, write or telephone:

Lions Gate Tourist Court

329 Marine Drive, West Vancouver
Telephone West Vancouver 942

For Reservations Phone North Vancouver 1730

The Ranch

**DELICIOUS STEAKS
CHICKEN DINNERS**

Also

Meals à la Carte



Open 11 a.m. to 1 p.m.

2050 Marine Drive

1 Block East of Lions Gate Bridge

Accommodations on the Trans-Canada Highway

Siska Lodge

"The Halfway House Between Vancouver and Kamloops"

165 Miles from Vancouver on the Cariboo Highway

The Lodge has just been completely redecorated and is under New Management, and Specializes in the BEST of food, comfort and service.

Hotel Rooms and Modern Cabins . . . a Coffee Shop . . . a Service Station.

"Open Every Hour of the Year"

* * *

Brophy Auto Court and Tourist Home

Lytton, B. C.

New Cottages—Fully Modern—Spotlessly Clean. Gas Stoves for Cooking—Spring-filled Mattresses. Everything Supplied for Housekeeping. Rates \$4.00 up.

Also Tourist Rooms in Lodge at reasonable rates. Situated one block off Main Street, overlooking the Fraser River. A nice, cool lawn to relax on—with plenty of shady trees!

"The Finest Cottages on the Highway."

"Look for Brophy Signs"

* * *

Big Horn Court

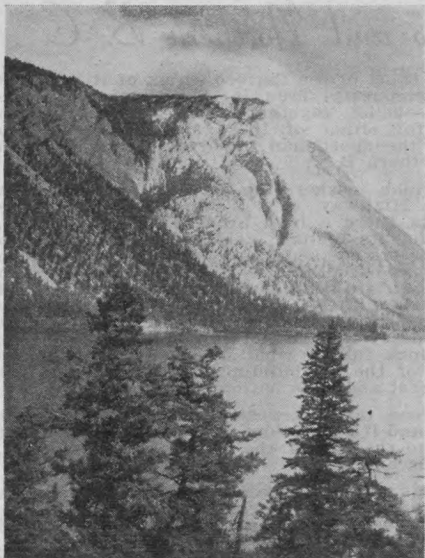
(Near Spence's Bridge, B. C.)

This court has always enjoyed a good reputation, and with the addition of a new Concrete Swimming Pool, 30 x 75 feet, and a full-size Tennis Court, should prove a particularly pleasant stop-over.

The new Cottages have living room, two bedrooms, private bathroom with shower, and electric cooking facilities, and are well furnished throughout. There are also smaller cottages, with private bathroom, and also some semi-modern.

The Coffee Shop impressed us as being one of the best we had discovered in our travels. It is spic and span, as bright and cheery those you see depicted in the ads, and the food is of the same calibre.

Prices all around are quite reasonable, and it is the most attractive spot around here for a stop-over or meal.



The Land of Sky Blue Water

**Pavilion Lake, Marble Canyon
Elevation 2600 Feet**

Recreations: Fly and troll
fishing, boating, hiking,
swimming.

The little cottages are in keeping with the surroundings—rustic, clean and holiday-able. They aren't fancy and there isn't modern plumbing facilities, but they are cozy, the beds are grand, linen and blankets of the best. They are built right on the shore of the lake, where you'll be lulled to sleep by the lapping of the waters—especially if you elect to sleep out on the screened-in porch. They accommodate from two to six guests, and all have kitchens and everything is supplied for housekeeping needs.

If you don't want to do your own catering there's a splendid dining room in the main lodge where especially delicious meals are served.

How to get here: From Kamloops and the east, to Cache Creek, then to Hat Creek, 7 miles, then west 20 miles.

**MR. and MRS. DOUGLAS B. STERRETT
P.O. Pavilion, B. C.**

Another Enchanting Spot . . .

That's Johnson's Savona Lodge, on Kamloops Lake Near Savona, about 25 miles West of Kamloops, 250 miles East of Vancouver. The rooms in the Lodge are comfortable to the last degree—the Lounge overlooks the lake—and meals are served in the cafe adjacent to the lodge. If you prefer Cottage Accommodation, you'll appreciate the new, completely modern Cottages, nestling in the cool comfort of a shady Poplar Grove (one of the few really "cool" spots in this area). Each Cottage has Private Bathroom—nicely appointed bedroom and combined Kitchen-Living Room with studio lounge to accommodate one or two extra guests. Housekeeping Equipment is new and complete. Adjacent is a Trailer Camp and Communal Kitchen if you are one of the band who bring their accommodation along.

As for Meals—you'll get them here to meet any degree of hunger! Fried Chicken, or Steaks, with generous helpings of fresh vegetables right out of the garden. Home-made pies; plenty of Jersey Milk and Cream.

It's an ideal spot for the Sportsman. Good Trout Fishing right in Kamloops Lake, at your door and the fall Pheasant Shooting is unbeatable. And if you still have a little excess energy to exude—you can take it out on the fine new Tennis Court.

Johnson's Savona Lodge

SAVONA, B. C.

The Cariboo and Northern B. C.

Most of us, when we think of the Cariboo, think of it in terms of Fishing and Hunting country. True, in this present day it is justly famed for that—being, together with Northern British Columbia, unequalled for either of these sports. Nowhere in British Columbia will the sportsman be better rewarded than in the Cariboo and Northern B. C.

From Cache Creek, which is where the Cariboo Road junctions with the Trans-Canada Highway, it is a distance of 215 miles north to Quesnel. From there a road branches to Barkerville, famous in the 1860's for its historic gold rush, for it was to Barkerville that the pioneers trekked in search of that all-elusive metal—and found millions of dollars' worth of it. Another rush in the early 1930's brought into being such mines as Cariboo Gold Quartz, just out of Barkerville at Wells, B. C., and numerous others. For anyone who is interested in the history of this part of the country we would say that Barkerville would be the place to visit. It's chock-a-block full of what is called "the romance of the Cariboo". Many of the old buildings still stand, and are indeed a source of interest and information.

From Quesnel, the road takes a westerly turn on to Prince George, some 78 miles, and if you follow the road west for about 483 miles you'll come to the end of the trail at Prince Rupert, B. C., and the Pacific Ocean!

Lack of space in this edition prevents us from going into detail as to the accommodation, etc., in the Cariboo, but we are giving you a few places which we have personally visited and can recommend. Suggest that you stop at the T.U. Auto Camp, which is listed below, for more detailed information, or write direct to those we have listed.

* * *

"The Gateway to the Cariboo"

T. U. AUTO CAMP

At Junction of Cariboo Highway

On your trip, be sure to stop in and see us. We try to have authentic and dependable Fishing and Hunting Information on hand at all times.

We maintain a nice, clean Tourist Camp, and serve home-cooked meals in our dining room.

Hunting for either Birds or Big Game is very good when in season—and this also applies to Fishing.

We have a few good, gentle Saddle Horses for hire, and you can spend a nice holiday fishing, hunting, hiking or horseback riding, etc. For further information and rates, please write:

T. U. AUTO CAMP

Cache Creek, B. C.

H. A. Brooks, Proprietor

Food and Lodging in the Cariboo

(These are listed progressively on the Highway north—with Resorts at "Off-Highway" Points)

All places listed offer Good Hunting, and the best of Fishing on Fly or Troll.

SKY BLUE WATER, Pavilion Lake, Marble Canyon. Drive to Hat Creek, 7 miles from Cache Creek, then 20 miles west. Cabins with full housekeeping facilities, or meals in Main Lodge.

AURORA COTTAGES AUTO COURT at Clinton, B. C. Fully modern cottages accommodating up to four people, with extra cots available. Full housekeeping facilities.

GREELEES LODGE, Canim Lake, B. C. 25 miles east of 100 Mile House. Comfortable, fully modern Lodge. Extra good meals. **EXCELLENT**.

MAHOOD LAKE LODGE, follow the road in from Mile 93 via Fawn and Lone Butte. Lodge accommodation, or fully modern cabins.

CARIBOO CHALET, Deka Lake, B. C. A lovely chalet, with Cabin Accommodations and meals served in Chalet.

DOUBLE T RANCH, Bridge Lake, B. C. 20 miles east of Lone Butte, after turning off from the main Highway at Mile 93. Good meals, Cabin Accommodation, central facilities.

SILVER HORN LODGE, Williams Lake, B. C. Best in Hospitality, Comfort and Fine Food. 22½ miles beyond 150 Mile House—look for the sign for turn-off.

TWILIGHT LODGE, Lac La Hache, B. C. One of the most renowned stopping places in the Cariboo. Fine Hospitality and Food, and really comfortable accommodation. 74 miles north of Clinton.

TRITES AUTO COURT, on Highway 2 at south entrance to Quesnel. Full housekeeping facilities, private bathroom with shower, etc., in new, modern cabins.

QUESNEL HOTEL AND CAFE, on Main Street, Quesnel. Remodelled hotel, some rooms with private bath. Good Meals.

KELLER HOUSE, Prince George, B. C. Quiet, Clean, Good Rooms and Beds.

VANDERHOOF HOTEL, Vanderhoof, B. C. Good country hotel, better than most. As elsewhere in this country, meals are good and abundant.

NEW OMINECA CAFE, Burns Lake, B. C. Counter and Booth service, has gained a good reputation with the travelling public.

ALCANUS CAFE, Houston, B. C. Small cafe, dandy meals at amazingly low prices.

TELKWA HOTEL, Telkwa, B. C. Overlooking the junction of the Bulkley and Telkwa Rivers. Is as modern as all get out for this part of the world (and plenty of others, too). Rooms large and comfortable. Excellent little Dining Room.

HAZELTON HOTEL, Hazelton, B. C. Good Hotel, didn't stop there ourselves, but hear pretty good reports which we pass along.

HAZELTON TO PRINCE RUPERT, B. C. It's 183 miles from Hazelton to the "end of the trail" at Prince Rupert. You'll find good hotels in both places. Would suggest that you contact one of the service stations or Public Works Dept. regarding road conditions.

**For Authentic Fishing and Hunting Information
Call at**

Sandy's Sport Shop

... and ... Tourist Information Bureau

KAMLOOPS, B. C.

Specializing in . . .

"Everything for the Sportsman"

- The Best in Fishing Tackle
- The Finest Hunting Gear
 - Sleeping Bags . . . Air Mattresses
 - All Types of Camping Equipment
 - Sports Clothes for the "Outdoor" Man

Plus

AUTHENTIC INFORMATION

on

FISHING and HUNTING in the KAMLOOPS and CARIBOO DISTRICTS

Our store is well equipped to take care of your Outdoor Clothing needs as well as supplying the necessary fishing tackle adapted to each district. We can take your party to out-of-the-way lakes by station wagon, which saves wear and tear on your own car, and can arrange air service by Seabee plane, which takes three passengers plus pilot, to lakes in the back country, which provide the finest of sport. Let us arrange your next fishing or hunting trip.

For Rates on Fishing or Hunting Parties, write, wire or telephone

Sandy's Sport Shop

KAMLOOPS, B. C.

(Owned and
Managed by
"Sandy" Sandiford,
former Game
Warden in
Kamloops District)



KAMLOOPS, B.C.

*"Where the World's Finest
Fish and Fishermen Meet"*

Chosen three years
as Guide on their
fishing trips by
His Excellency
The Earl of Athlone,
Governor-General
of Canada, and
H. R. H.
Princess Alice

Fishing Camps in the Kamloops District

BILL POTTS' FISHING CAMP—Approximately 50 miles East of Kamloops on Trans-Canada Highway. Camp on shores of Shuswap Lake at Sorrento. Finest fishing in B. C. from April 1st to February 28th . . . and that's no kidding! Plenty of Power and Rowboats. Accommodation in good cabins, with Meals served in Main Lodge, or Cabins with full housekeeping equipment available. For reservations, write or phone Bill Potts' Fishing Camp, Sorrento, B. C.

PAUL LAKE—Located 12 miles N.E. of Kamloops. Altitude 2600 ft. Fly fishing is good in May, June, September and October. Trolling good at all times, especially July and August. Plenty of Boats. Accommodation in Echo Lodge or Cottages, all on American Plan. Accommodation here is absolutely "Tops". Get in touch by letter or telephone with Mrs. Scott at Echo Lodge, Paul Lake, Kamloops, B. C.

GLIMPSE LAKE—58 miles south of Kamloops. Can be reached by car, via Merritt, B. C. Lake is $\frac{1}{2}$ mile wide, approx. 2 miles long. Kamloops Trout 2 to 12 pounds taken in 1947. Meals, bedding and cabins and also Lodge accommodation available. For reservations—C. W. Albrecht, Quilchena, B. C.

LAC LE JEUNE—Approximately 25 miles South of Kamloops. Can be reached by car over good road (ask anyone in Kamloops how to get there). Opens May 21st. Excellent fly, trolling or flatfish. Trout up to five pounds taken last year. Accommodations in Lodge or De Luxe Cottages on American plan—also some Cabins available with bedding and housekeeping equipment supplied. Write or phone Miss D. Costley, Lac Le Jeune Lodge, Kamloops, for reservations.

PILLAR LAKE—Located 55 miles East of Kamloops. Can be reached via Falkland or Chase by car. Lake is 2 miles long and $\frac{1}{2}$ mile wide. Kamloops trout ranging from two to eight pounds can be taken on fly, troll or flatfish in May and June. Housekeeping Cabins with electric light available. For detailed information write Mr. Albert Moser, Falkland, B. C.

PETER HOPE LAKE—Located 34 miles South of Kamloops— $\frac{1}{2}$ mile wide, $1\frac{1}{2}$ miles long. Fish average two to four pounds. Flies, flatfish and trolls are all excellent. Road open to lake. Cabins—but take own bedding and equipment.

This Page Sponsored By:

The Commodore Cafe

(Alex Kassiones, Manager)

Good Food - - - Good Service

We'll be Happy to Serve You

Fishing Camps in the Kamloops District

PAVILION LAKE—Known as "The Land of the Sky Blue Water", a beautiful lake situated eighty-two miles from Kamloops over a road nearly all hard surfaced. Cabin accommodation either housekeeping or otherwise. Good dining room service. Good boats available. Fair fly fishing but good trolling available. Fish up to eight pounds taken in 1947. This camp can also be reached by stage line of the P.G.E. Railway. For further information apply "Sky Blue Water" Resort and Auto Camp, Pavilion, B. C.

MILE HIGH FISHING CAMP—Situated 28 miles South West of Kamloops. Can be reached by car from Trans-Canada Highway at Cornwall Lodge, thirteen miles West of Kamloops. Cabin accommodation available with good food. Excellent fly fishing during June, July, August, September and early October. Fifteen miles of the road is only secondary, but with care, the lake can be reached with ease. Several other lakes can be fished in the vicinity by taking short horse-back trips.

PINANTAN LAKE—One of the prettiest lakes in the district 18 miles N.E. of Kamloops, via Paul Lake road. Cabins and boats available. Fish ranging from one to three pounds can be taken on Fly in June. Flatfish, plugs and troll best in May and early Fall. Paul Lake can also be fished from this lake (8 miles by car). For reservations, apply Jack Boyd, Kamloops, B. C.

TA-WHEEL LAKE—Located 69 miles North of Kamloops by car over North Thompson Highway, thence 10-mile Pack trip by horse. Lake is 5 miles long and averages $\frac{1}{2}$ mile wide. One of the most beautiful spots in the Interior. Fly Fishing excellent in June and early July. Troll and flatfish and plugs good in May and early Fall. Fish range from 2 to 8 pounds. Cabins and Lodge accommodation available, together with meals, at Camp operated by Loy Jim, Little Fort, B. C., from whom reservations can be made for packhorses, etc.

This Page Sponsored By:

N. S. Dalgleish Limited

Headquarters for Fishing and Hunting Information
Fishing Tackle — Sporting Goods

And . . . for the Ladies, or a "Take-Home" Gift . . .
Fine English China

Tourists

Make our Stores your headquarters while in Kamloops—they are side by side between the Leland and Plaza Hotels. To serve you would be our pleasure.

For the Ladies . . .

Beaton's Ladies' Wear

"The Shop with You in Mind"

Importers of

- Lansea Sweaters
- Gor-ray Skirts
- Beeswing Hats
- Suits and Coats

For the Men . . .

Jay-Ray Men's Wear

"The Shop for Men"

Importers of
British Woollens

- Cashmeres
- Camel Hairs
- Worsteds
- Cashmere Sweaters

A Complete Line of Dress Clothes
and Clothes for the Outdoor Man

Riverside Bungalow Camp

. . . which is coolly situated near Riverside Park, on the shore of the South Thompson River, a couple of minutes' drive from Town, has De Luxe Model Cottages, each with two bedrooms, dressing room, private bathroom, large living room with fireplace, and a good-sized kitchen . . . and beds and furnishings throughout are of the best. There's a frigidaire and a radio, too . . . both of which add to your housekeeping fun.

There's also Standard Cabins, which are roomy and clean with cooking facilities and running water, and are comfortable tourist units in the lower-priced bracket.

Write or wire Riverside Bungalow Camp, Kamloops, B. C., Phone 1144.

Mr. and Mrs. Walter Camp, Proprietors

Attention, Sportsmen!

The Kamloops Frozen Food Lockers Ltd., at 142 Victoria Street in Kamloops, Telephone 606, offer Quick-Freezing Service for your Fish and Game, and will ship by Air or Rail to anywhere you designate, or store until you require them. Contact them!

WHERE HOLIDAY
V E I
SUNSHINE-AND
"The Tourist Centre"

Yes, that's it! Vernon, a graduate from the olden days of "Priest Valley" and a Hudson's Bay Company Trading Post 80 years ago, with a population of sixty—to a Modern Live-wire City of over 11,000 up-and-coming Citizens!

THE CENTRE for Fishing, Hunting, Swimming, Holidaying for everyone—big or little—who visit the Okanagan.

SUNSHINE? Why nature just pours it on. That's why it's called "Sunshine Valley"—over 2,000 hours of "Old Sol's" splendour every year! Warm—sometimes hot—days under an azure-blue sky, with cool nights that are just right for that restful, happy sleep we so much need. And, that's something, isn't it?

SPORTS? Well, there's the Civic Arena seating over 3000 persons, with a 120-foot, no-post span and an Artificial Ice Surface 80 by 120 feet and provided with a dance floor for summer activities. A new modern 5 sheet Curling Rink has just been completed, with Artificial Ice, providing four months curling for members and visitors. This, together with 6 sheets of ice in the Civic Arena, provides 11 sheets of Artificial Ice for the Annual Okanagan Bonspiel held in the last week of March each year. A 9-hole Golf Course and modern Club House just on the outskirts of the City welcome all visitors. There are Tennis Courts in Polson Park, a Wading Pool for the kiddies, a Roller Skating Rink, and of course, Dancing!

TRAIL RIDING AND HIKING? We've got it for you. The Lumby area, lying east of Vernon, is a wild, almost virgin territory marking the beginning of the Canadian Rockies, with its peaks of eternal snow shining in the sun. Here you can ride horseback for days or weeks in a country almost untouched by man—ride and climb until you can almost "Reach up and touch the Face of God."

WANT TO GO PHEASANT HUNTING? Nowhere do these ring-necked mongolians, thrive better, become more numerous, more crafty, than in this part of the Okanagan Valley. The open season is from October 15 to November 15.

DREAMS COME TRUE

NON

SOMETHING TO SEE

the Okanagan Valley "

FISHING? Our district is famous for Lakes literally teeming with Kamloops and Rainbow Trout, which can be taken on either Troll or Fly (in season). We'll be glad to give you authentic information as to conditions at various lakes if you will call on us.

ACCOMMODATION? Vernon has Auto Courts right in the City, and also at Kalamalka Lake, just a mile or so away. Hotels, too, are good—as are the many Cafes and Grills.

"KALAMALKA LAKE"—whose hues were taken from the Rainbow's Pot of Colours—greens and blues so vivid that it is beyond even the scientist to explain them. You'll enjoy a cottage on the shores of this lovely lake, where you can swim, go boating, or fishing.

Yes, **VERNON** has what the Tourist wants and likes. Visit us, won't you? Drop in to our Board of Trade Offices, right on the Main Street (Barnard Avenue). Come along and make yourself known. **VERNON INVITES YOU TO ITS HOSPITALITY!**

Look us up—we'll be expecting you.

Compliments of the

VERNON BOARD OF TRADE

A MINUTE'S READING OF FACTS ABOUT VERNON

Incorporated 1892. Population 11,000 in City— with 20,000 in outlying districts.

1946 business:

\$6,500,000 value of Fruit, Vegetables, Grain and Seed Crops.

\$5,000,000 from Dairy, Mixed Farming Poultry and Egg Operations.

\$2,500,000 from Timber Industries.

Also home of Canada's Greatest Cannery and Dehydrating Plant, Bulmans Limited, who supplied the Allied Forces from the South Pacific to Murmansk with their products during war time.

Orchardleigh Lodge

... on the Shores of Beautiful Kalamalka Lake

Orchardleigh, three miles from Vernon, is situated amongst the famous Coldstream Orchards, and surrounded by over five acres of beautiful grounds which slope to the shores of Kalamalka Lake. The view of the mountains across the Lake affords a scene of rare beauty and delight.

The Lodge is fully modern, and very comfortably furnished, with hot and cold water in rooms. Home cooking is at its best, with an abundance of fresh vegetables, milk and cream.

At Orchardleigh you will enjoy the holiday you are seeking, with bracing air and bathing in the fresh, clear water of Kalamalka, the lake of many gorgeous colours.

Boating, fishing and hunting is unsurpassed. The many lakes and streams in the district supply thrilling variety of sport for the fisherman, while in the Fall of the year, the pheasant shooting in the Vernon district is rated the finest on the continent. Big game, geese and ducks are also plentiful and are easily accessible by car.

Train and Stage: C.P.R. and C.N.R. trains, also stages from both North and South arrive daily in Vernon and guests will be cheerfully met by appointment.

Rates: American Plan, including Room, Breakfast, Lunch and Dinner. Single, daily, \$5.00 to \$6.00. Double, daily, \$8.00 to \$9.00. Single, weekly, \$32.50 to \$39.00. Double, weekly, \$53.00 to \$65.00.

Reservations: For reservations apply to:

Major M. V. McGuire

ORCHARDLEIGH LODGE, COLDSTREAM, VERNON, B. C.

Goin' ...

FISHING? - - - RIDING? - - - HUNTING? - - - CAMPING?

Take along a few cans of

BULMANS DEHYDRATED VEGETABLES

Light to pack - - - Easy to store



Ask your nearest grocer for these tasty vegetables, sold under the Blue and White label, or write direct to:

Bulmans Limited

Vernon, B. C.

Magic Carpet of the Interior

We don't often go into rhapsodies about the shops we find—but once in a while we do run into something that is quite "different" and that was our experience in Vernon when we found "The Store of Unusual Gifts".

The selection of English China will amaze you! Your choice of five patterns in Belleek (the first since the war) . . . several lovely Spode patterns (in Dinner Sets, too), not to mention the Dinnerware by Shelly . . . the exquisite Doulton Figurines . . . and countless lovely pieces bearing such famous names as Wedgwood, Royal Albert, Aynsley and Royal Paragon.

No matter what type of gift you are searching for—your search will end here. Hand-beaten Coppercraft—trays, bowls, candlesticks, cigarette boxes and numerous other items that will simply leave you in ecstasies! They are made right here in the Okanagan, so are a typical British Columbia souvenir. Sandwich and Hostess Trays of Juniper and Alder—Nutcraft Novelties—Buttons—Glamour Pins—Necklets and Bracelets of Polished Woods all made in B. C.

No wonder we felt like Alice in Wonderland as we browsed around this enchanting store. We have just mentioned a few of the "different" types of gifts you can buy. Go—and see for yourself and thank us for telling you about it.

F. B. Jacques & Son

VERNON, B. C.

* * *

Food and Accommodation in Vernon, B. C.

The Motel, Vernon . . .

Another new Motel at the south end of the city on Seventh Street (known as Mission Hill).

Three-room modern cottages, each with its own garage adjoining. Living room has studio lounge, easy chairs. Bedroom well furnished, kitchen has electric range, and there's oil heating. Private three-piece bathroom. Rates about \$6.00 for four. Telephone Vernon 386 for reservations ahead, or write **Motel Vernon, Vernon, B. C.**

* * *

There Isn't a Juke Box . . .

. . . at the Okanagan Bakery and Cafe, but there IS good home-style cooking—and you can have your meal in quiet, clean surroundings. We enjoyed our meals here—especially the Salads—and feel it worth recommending to you.

Alice Mann, the owner-manageress, has been doing business here for almost thirty years, which speaks for itself.

Besides the Cafe, there is a Bakery and Confectionery, and Home-made Candy is a feature. If you're staying at the Motor Courts or planning a picnic, you'll want some pies, n' cakes and stuff, so give these a trial.

Location? Right on the Main Street, at Vernon, opposite the Bank of Commerce. Look for the Neon sign!



Sutherland Arms

on the Shores of Okanagan Lake
at Okanagan Landing.

Five Miles from Vernon, B. C.

Modern, spacious and perfectly situated, the "Sutherland Arms" is the ultimate in accommodation for the Tourist. All rooms have private bath, and a roomy, comfortable lounge is ideal for a smoke, a chat, and a perfect vista of the Lake. The Dining Room and Coffee Shop share the same view, but you'll probably be so engrossed in your food that you won't have time to notice. Meals here are really outstanding, and if you're in the district it's an excellent idea to drive over for lunch or dinner.

You'll find it a pleasurable place for an overnight stay or your entire vacation. In summer in particular you'll find the cool contrast of lakeshore accommodation a boon in itself. A charter air service is operated for fishermen, bringing all the lakes of the area within your reach. All holiday activities can be indulged in, and you'll find the "Sutherland Arms" your perfect holiday headquarters.

Good Food

Good Service

THE OKANAGAN BAKERY & CAFE

Bakers and Confectioners

Breakfasts - Lunches - Teas - Dinners
Home-Made Candies

On the Main Street in Vernon, B. C.

VERNON'S FINEST HOTEL !!

National Hotel

(J. Lemiski, Mgr.)

Rooms With or Without Private Bath

Also Operating in the Hotel:

The Chateau Cafe

Quality Food - Prepared Under Immaculate Conditions
Served in a Quiet Atmosphere

A Warm and Cheery Welcome Awaits You at . . .

Dellcliff Lodge



The Lodge offers absolute comfort in accommodation. Large lounge with fireplace . . . cheery bedrooms with fine furnishings and hot and cold water in each . . . abundant meals, perfectly prepared and served, with a plentitude of Fresh Fruits, Vegetables, Milk and Cream.

OPEN ALL YEAR, it is ideal for Winter leisure as well as Summer pleasure. Rates, during Summer months, are \$7.00 Daily, Single, and \$12.00 Daily, Double, on the American Plan, with lower Winter Rates which will be quoted on application. OVER-NIGHT GUESTS ARE WELCOMED!

Beautifully situated at Cameron's Point, on sunny Okanagan Lake, it is only ten miles from Vernon and six miles from Vernon Civic Airport, and is operated by "Dell" Robison.

Send Reservations to:

Dellcliff Lodge

Cameron's Point, Okanagan Landing, B. C., or Phone Vernon 19-L-2

"The Gift House of the Okanagan"

J. B. Jacques & Son

VERNON, B. C.

Largest Stock of

English China

In the Interior of British Columbia

KELOWNA, B. C.

Royal Anne Hotel

Kelowna, B. C.

Spacious and attractive Lounge

Bright and Airy Dining Room

Noted for its hospitality, service and excellent cuisine

Rooms with hot and cold running water

Rooms en suite with private bath connecting at moderate rates

Kelowna is the ideal vacation city of the Interior

Host of the Famous Regatta

SPORTS: RIDING, GOLF, TENNIS, BOATING and SWIMMING

Headquarters for Service Clubs

Did you think . . .

that a chap with a Ph.D.—a former university professor—who was in the Intelligence service during the war, might have a Gift Shop in Kelowna?

Well, we didn't either, but we heard about Dr. Hilker's little shop and went down to see it. Asked him how he ever happened to be managing a Gift Shop. It developed that he was born and brought up in Switzerland in Lucerne—well known to tourists the world over—and, when a boy, used to meander in and out of the lovely shops there, fascinated by the antiques and exquisite china—and he never lost his enthusiasm for things unusual and different.

In 1946 he came through Kelowna, en route to Saskatchewan, and liked the climate and surrounding country so well that he decided to settle here.

Hence, the lovely little shop—where his dreams have come true. It's the only Exclusive Gift Shop in Kelowna, and his stock of china, crystal, and what he terms "thoughtful souvenirs" will please you immeasurably. Take time to look it up. It's at 1459 Ellis Street, Kelowna.



"The Shop of Thoughtful Gifts"

Welcome to the Land of the Ogopogo . . .



. . . that's the Okanagan, known to the Fur Brigades, Traders and Prospectors of the old Okanagan Trail, long, long before it became a mecca for sportsmen, lured by the tales they have heard of its lakes and streams, and the fish therein—and for what is acknowledged to be the finest pheasant shooting on continent (with good hunting for duck, geese, bear and deer, too!). It is a wonderfully scenic and pleasurable place for the tourist, . . . and for the inquisitive, the sceptical, and devotees of Ripley . . . there is the famous Ogopogo!

This remarkable denizen of the Okanagan Lake has been known to appear at various intervals, to the consternation of local worthies of temperate habits, but unfortunately, on not one did there seem to be a camera available! However, we feel that we are in the unique position of being able to throw some light on the subject, for, whilst fishing these waters recently we were surprised to see a swirl in the water, and some unidentifiable, but huge shape (oddly resembling our late Uncle Obadiah) loomed over our boat—and from a revolting, yet amiable countenance, there issued a cheery "What ho!" Recovering from our initial forswearing of all things alcoholic, we chatted for quite a while, about the weather, etc., until the Ogopogo remarked that he was really getting quite lonely, and very unhappy about the intense scepticism there seems to be abroad about him, and said that in fact if it wasn't for the immovable faith of the Chambers of Commerce of Vernon, Penticton and Kelowna, he'd have moved to the Kootenays long ago. We promised to boost him around and about, and so he happily cruised away at periscope depth, after explaining that his marked English accent was the result of three years in prep school just off Victoria . . . we're sorry, but we'd forgotten to bring our cameras, too!

In the good old Summertime, the Okanagan bursts forth in happy gala mood . . . Vernon has its Vernon Days, in preparation for which, for months ahead, all active males above the age of ten snootily spurn the gospel of Burma Shave, as the pioneer spirit with attendant forests of face fungus takes the spotlight, and the town temporarily swings back to the humdinging days of the Gay '90s . . . Kelowna boasts its Regatta Days—an outstanding gala of aqua sports which well merits the boast, and in which every man feels himself at least a captain, and every woman a midshipmaid. Penticton picks all its peaches and crowns the best one Queen for its annual Peach Festival, and down in Osoyoos, the cutting of the biggest and best cantaloupe of Canada's earliest ripened crop is attended by mirth and merry-making of majestic proportions.

(Continued on Page 59)



Mrs. Pat Kendall with a Big One Taken at Peterhope Lake

SPURRIER'S, LTD.

KELOWNA, B. C.

Owned and Operated by

A. LLOYD-JONES and R. KENDALL



We Fish and Hunt Ourselves, So Specialize in
Conscientious Fishing and Hunting Information.

We Give You the Best!

**Complete Line of Fishing Tackle, Hunting and
Camping Supplies**



Write—Wire—Phone or Call In

You'll find that the Okanagan is equally as proud of its wonderful fruit crops as it is of the Ogoopogo. It produces the finest in peaches, apples, pears, cherries and cantaloupe, and springtime brings to the district a profusion of blossom that is a wonder to behold.

If you're travelling from Vancouver to the Rockies, or vice versa, you'd be well advised to include the Okanagan in your tour . . . the roads are good, and there is excellent accommodation throughout the valley—hotels and bungalow cabins catering to the visitor's requirements. Pending the completion of the Hope-Princeton Highway, we suggest that you leave the Trans-Canada Highway at Salmon Arm, and, continuing on hard surfaced highway, drive to Vernon via Enderby, and thence to Kelowna, Penticton, Okanagan Falls, and Osoyoos. If you're in a hurry you can take the faster route to the Rockies via Oroville, Wenatchee, Grand Coulee, Spokane, through Bonners Ferry to the border again at Eastport, and from there through Yahk, Cranbrook, Radium Hot Springs, and so to Banff. Your second choice is a cool and scenic trip from Osoyoos to Rossland, Trail and Nelson via Grand Forks (all on this side of the border). From Nelson you drive along the West Arm of the Kootenay Lake to Balfour, where you cross the Main Lake by ferry, and from thence as above via Cranbrook to Banff. You can take an alternative route to Nelson via Spokane and Nelway, but whichever you choose we do strongly recommend the Nelson detour, if you're looking for fine scenery and good opportunities for photography, this route cannot be excelled. It may take a little longer . . . but it is definitely worth while!

* * *

In the Tradition of the Old Inns . . .

Rainbow Auto Court

KELOWNA, B. C.

. . . is the modern counterpart in shelter and hospitality for the traveller on the King's Highway (that's you, Mr. and Mrs. Tourist!). Located near the centre of the city of Kelowna, its shady lawns make it a cool retreat within immediate reach of the city's activities, and its general cleanliness would gladden the heart of the most discriminate "mine host" of old. No cooking spits, cold beds and warming pans . . . electric rangettes make your housekeeping a pleasure, and comfortable beds guarantee the sound sleep of the just! Cottages have Private Toilet and Shower, Kitchen, Bedroom and Living Room, and will accommodate parties up to four people. A letter or wire to the Owner-Managers, Mr. and Mrs. Olinger, RAINBOW AUTO COURT, 1810 Vernon Road, Kelowna, B. C., will secure reservations, or a phone call to Kelowna 280-Y-5.

Map of Okanagan Area

(Courtesy Bretts Sports Shop)

Road Conditions: Highway from Osoyoos to Kamloops hard-surfaced except for short stretches now being completed. Secondary roads to lakes, etc.



This Year . . .

Plan to Holiday, Fish and Hunt in the

Beautiful OKANAGAN

and for the Most Up-to-the Minute Fishing and Hunting Information,
Phone, Write or Call on

BRETTS SPORTS SHOP

Cecil A. Brett, Proprietor

- *Everything for the Sportsman*
- *The Finest in Fishing Tackle*
- *All Enquiries Given Prompt Attention*

Phone 239

P.O. Box 70C

Penticton, B. C.

~~~~~

*And Don't Overlook the . . .*

Penticton Peach Festival

18 - 19 - 20 August, 1948

72 Hours of Merrymaking and Excitement in the Heart  
of the "Sunny Okanagan"

~~~~~

Make

PENTICTON

Your Holiday Headquarters!

Lakeside Comfort in the Fruit Centre of the Okanagan!

You'll find little accommodation in Osoyoos more satisfying than that of the LAKESHORE AUTO COURT. Made up of seven Units, each with private Toilet and Shower, living comfort and sound slumber are yours in either the combined bedroom and living room, or on the full-length, screened-in porch overlooking the well kept, shady lawns. Situated right between the two Osoyoos Lakes, there is dandy Swimming, and Boating, and, naturally, in this part of the world, the Fishing is pretty good. It may not be as big as some places, but then, neither are the prices, and they don't charge extra for the commendable all-round cleanliness, and there is the convenient advantage of the Grocery Store in the Court. For Details and Reservations, write, wire or phone:

Mr. and Mrs. C. A. Pelkey

Lakeshore Auto Court **OSOYOOS, B. C.**

As Looks Go . . .

The Osoyoos Confectionery and Cafe

. . . may not be in a class with the Ritz-Carlton, but for resident and tourist alike, it is the home of good home-cooked meals, and SWELL PIE! What it lacks in gilt paint is made up for by the genial service. It is owned and operated by Mrs. L. Hewitt, and you'll find it next to the Standard Service Station on the Main Street . . . drop in for a meal, a soda, or a milk shake!



In Oliver, B. C.

FOR

LUBRICATION

TIRE REPAIRS

MOTOR TUNE-UP

it's SMITHERS MOTORS

On Main Highway in Town Centre

For Accommodation in Oliver . . . you can't do better than . . .

The Reopel Hotel

Operated by the Johnson Family, the Reopel Hotel gives you a warm welcome, in contrast to its reputation as "the coolest place in town". After a hot day's driving, its air-conditioned comfort is as welcome as the flowers in spring. A refreshing tub in your private bathroom, followed by a pleasing home-cooked meal in the Hotel's Dining Room or Coffee Shop fully supplement this welcome relaxed coolness. For Reservations, Write, Wire or phone: **Reopel Hotel, Oliver, B. C. Phone Oliver 40.**

Accommodation in the Okanagan



This is one of the Nicest Courts in the Okanagan—each Bungalow has Two Bedrooms—a Living Room—and a “Coffee Bar” Type Kitchen—replete with stools to perch on, Electric Rangette, Frigidaire—and plenty of Dishes, etc. Comfort has been kept in mind when furnishing, so you'll be happy here. Situated on Highway No. 5 south of Penticton, and $\frac{1}{4}$ mile from Skaha Lake—where you can suntan, swim, or go fishin'. Reservations by wire, phone or letter to:

Ogopogo Bungalow Court and Motel

PENTICTON, B. C.

Phone 594-L-3

Look for the Neon Sign

G. C. Gerow

Proprietors

H. L. Spearin

There's More Fish in the Lake . . .

. . . you know the old saying!—and a stay at the DOLLY VARDEN AUTO COURT on the shores of Skaha Lake at Okanagan Falls should convince any sceptic. Come Spring and Fall, the lake is teeming with Rainbow Trout, so pick up your creel and camera and prove it! You'll find pleasing accommodation at reasonable prices, Cottages have Showers—Bedroom—Combined Living Room and Kitchenette, and are fully equipped for house-keeping. Motor Boats and Rowboats may be rented for Sport or Leisure, and there is a good sandy Beach on which to absorb your full share of Okanagan Sunshine.

Dolly Varden Auto Court

Just off Highway No. 3

12 miles South of Penticton

Watch for the Opening of . . .

The Okanagan's New
De Luxe Accommodation

Casa Loma
Bungalows

AND

Del Monte
Hotel

at Okanagan Falls

"More than a Little Bit Different"

WE NEED YOUR HELP!

Yes! We need your help to fight one of our more serious enemies—**Forest Fire!**

No matter how efficient and conscientious this Service is, we must have whole-hearted public support and co-operation to secure satisfactory forest fire control.

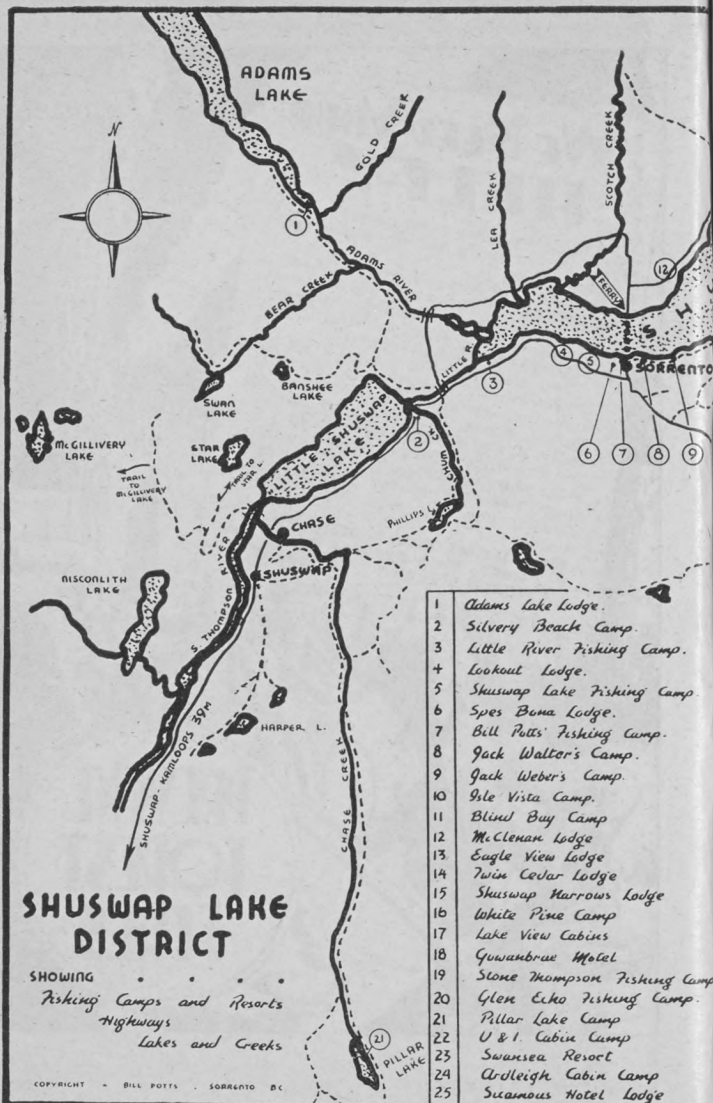
You can help in three ways.

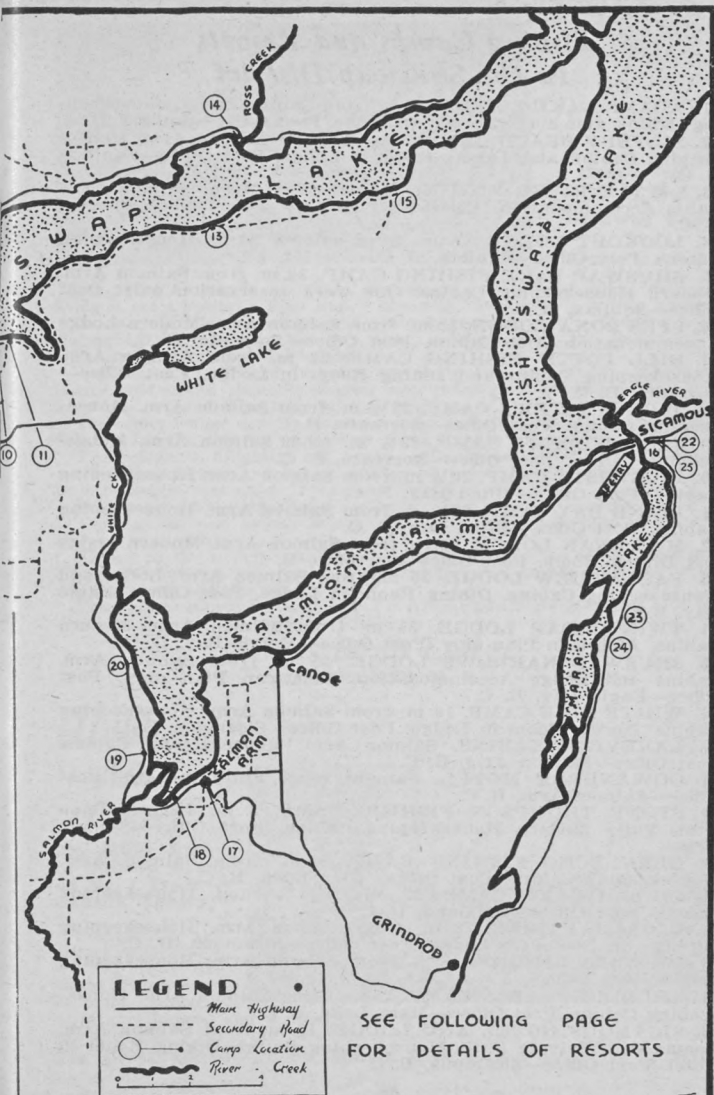
First, report any forest fire you discover, **at once**, to the nearest Forest officer. Second, go cheerfully if the Fire Ranger calls you for fire duty. He will only requisition your services if he believes they are necessary. Finally, be careful yourself with fire in the woods.

Help Detect Fires! Help Fight Fires! Help Prevent Fires!
B. C. FOREST SERVICE Victoria, B. C.



**PREVENT
FOREST
FIRES**





SEE FOLLOWING PAGE
FOR DETAILS OF RESORTS

Fishing Camps and Resorts In the Shuswap District

1. ADAMS LAKE LODGE. 42 m. from Salmon Arm. Housekeeping Cabins, also meals served at Lodge. Post Office—Squilax, B. C.
2. SILVERY BEACH CAMP. 29½ m. from Salmon Arm. Housekeeping Cabins, also Dining Room in Lodge. Post Office—Squilax, B. C.
3. LITTLE RIVER FISHING CAMP. 27 m. from Salmon Arm. Cabin Accommodation, American Plan only. Post Office—Squilax, B. C.
4. LOOKOUT LODGE. 26 m. from Salmon Arm. Housekeeping Cabins. Post Office—Squilax, B. C.
5. SHUSWAP LAKE FISHING CAMP. 25 m. from Salmon Arm. Modern Housekeeping Cabins. One week reservation only. Post Office—Squilax, B. C.
6. SPES BONA LODGE. 22 m. from Salmon Arm. Modern Lodge Accommodation. Also Cabins. Post Office—Sorrento, B. C.
7. BILL POTTS' FISHING CAMP. 22 m. from Salmon Arm. Housekeeping Cabins and Dining Room in Lodge. Post Office—Sorrento, B. C.
8. JACK WALTER'S CAMP. 22½ m. from Salmon Arm. Housekeeping Cabins. Post Office—Sorrento, B. C.
9. JACK WEBER'S CAMP. 22½ m. from Salmon Arm. Housekeeping Cabins. Post Office—Sorrento, B. C.
10. ISLE VISTA CAMP. 20½ m. from Salmon Arm. Housekeeping Cabins. Post Office—Blind Bay, B. C.
11. BLIND BAY CAMP. 20½ m. from Salmon Arm. Housekeeping Cabins. Post Office—Blind Bay, B. C.
12. McCLENAN LODGE. 23 m. from Salmon Arm. Modern Lodge and Dining Room. Post Office—Sorrento, B. C.
13. EAGLE VIEW LODGE. 25 m. from Salmon Arm. Lodge and Housekeeping Cabins. Dining Room in Lodge. Post Office—Eagle Bay, B. C.
14. TWIN CEDAR LODGE. 35 m. from Salmon Arm. Modern Cabins, American Plan only. Post Office—Magna Bay, B. C.
15. SHUSWAP NARROWS LODGE. 35 m. from Salmon Arm. Cabins and Lodge Accommodation, American Plan only. Post Office—Eagle Bay, B. C.
16. WHITE PINE CAMP. 19 m. from Salmon Arm. Housekeeping Cabins. Dining Room in Lodge. Post Office—Sicamous, B. C.
17. LAKEVIEW CABINS. Salmon Arm. Housekeeping Cabins. Post Office—Salmon Arm, B. C.
18. GOWANBRAE MOTEL. Salmon Arm. Fully modern. Post Office—Salmon Arm, B. C.
19. STONE THOMPSON FISHING CAMP. 6 m. from Salmon Arm. Fully Modern Housekeeping Cabins. Post Office—Salmon Arm.
20. GLEN ECHO FISHING CAMP. 8 m. from Salmon Arm. Housekeeping Cabins. Post Office—Glen Eden, B. C.
21. PILLAR LAKE CAMP. 32 m. from Vernon. Housekeeping Cabins. Post Office—Falkland, B. C.
22. U. and I. CABINS. 18 m. from Salmon Arm. Housekeeping Cabins and Rooms in Lodge. Post Office—Sicamous, B. C.
23. SWANSEA RESORT. 25 m. from Salmon Arm. Housekeeping Cabins. Post Office—Mara Lake, B. C.
24. ARDLEIGH CABIN CAMP. 28 m. from Salmon Arm. Housekeeping Cabins. Post Office—Mara Lake, B. C.
25. SICAMOUS HOTEL AND LODGE. 18 m. from Salmon Arm. Rooms with Private Bath. Housekeeping Suites. Dining Room in Hotel. Post Office—Sicamous, B. C.



Spes Bona Lodge

on
Shuswap Lake
at
Sorrento, B. C.

For those of you in search of somewhere in the West where gracious living is not a lost art, "Spes Bona" (meaning "good hope") is your answer.

In an unparalleled setting, amid orchard grounds, with a terraced lawn sloping to the waters of Shuswap Lake, nowhere could you find a more adequate spot for a restful holiday.

Spacious, high-ceilinged bedrooms, tastefully and comfortably appointed, induce cool restful slumber. Rooms have either twin or double beds, and fireplaces . . . and some have private bath.

The homey lounge with its cozy easy chairs and chesterfields and great stone fireplace has the intimate atmosphere of an English country home.

The cuisine is delightful and ample. After-dinner coffee in the Lounge . . . afternoon tea, and an evening snack before retiring are among the little courtesies that make "Spes Bona" pleasantly different.

But—don't get the idea that it's a "stuffy" sort of place. It definitely isn't. It's just a real nice holiday home, and the folks who take care of you are the sort you enjoy.

Fishing in this area is excellent . . . and fishermen are mighty welcome. There are rowboats for your use, and arrangements can be made for those wishing power boats or guides, etc.

Rates are pleasantly reasonable, and overnight guests are invited to drop in. Reservations can be made by writing to:

Spes Bona Lodge **SORRENTO, B. C.**

* * *

Highland Auto Court

**3½ Miles East
of Salmon Arm
on No. 1 Trans-
Canada Hwy.**

Cottages in an attractive location, with plenty of shade. Each has bedroom, kitchen, private bathroom, and is electrically heated. Everything is provided for housekeeping. Under the owner-management of Dan and Odella Campbell.

For Reservations—Phone Salmon Arm 25-R-3 or Write or Wire



Bill Potts

With

A 13½-pound Kamloops Trout

Taken at
SHUSWAP LAKE

April 25, 1947

This size is by no means an exception or a rarity. 10-15 pounders are regular catches, and even larger Rainbows are waiting and willing to fight it out with anyone arriving with rod, line, and well-developed biceps . . . for ELEVEN MONTHS OF THE YEAR!



Comfortable Cottages

Modern Facilities

Excellent Home-cooked Food



Bill Potts Fishing Camp

On Shuswap Lake
at
Sorrento, B. C.

P.O.
Sorrento, B. C.

Telephone
Chase 26-Y

Canada's Finest Trout Fishing



FLASH! The One Area Where Trout Fishing Is Absolutely Unbeatable at ALL SEASONS!

Fishing from April 1st — February 28th

Here's a place Fishermen, Hunters and Vacationists alike will appreciate. If FISHING is your Hobby, you'll be able to give it a good ride. This district is famous the world over for Trout Fishing, and guests at this camp hold the records in B. C. for 1945 and 1946 for Rainbow Trout, and again in 1947 for a beauty weighing 18 lbs. 8 oz. It's real fighting fishing you get up here.

Fishing opens April 1st, and isn't only good in the Spring and Summer, but unbeatable in the Fall and Winter months. If the proof of the pudding is in the eating, then the proof of the fishing is in the catching, and we of the Traveller's Digest know that Bill Potts caught some whopping Rainbows this Winter when most fishermen were despondently toasting their itching feet at a roaring fire. We ourselves sallied forth with him on November 19th, and brought back a catch that made our hearts glad . . . so don't sit at home, hoping and dreaming of the fishing to come next Spring, there's good Winter Fishing here, and plenty of it, and the weather isn't as bad as you might think.

BILL POTTS, who took this camp over in 1945, was formerly Assistant Chief Ranger in the Kenora, Lake of the Woods District, and is a Fisherman, Hunter and Woodsman from away back. He has devoted endless hours to improving the Camp, and acquiring a first hand knowledge of the waters and surrounding country, and as a result, can now offer the Fisherman the finest service in the district. There are Power Boats and Rowboats for rent at low rates—also Fishing Tackle. A good stock of lures for fishing this area is kept on hand.

The Camp has Comfortable Cottages and Modern Facilities; and Excellent Home-Cooked Meals are served in the Lodge.

Bill Potts Fishing Camp

SORRENTO, B. C.

Silvery Beach Fishing and Auto Camp . . .

. . . is on a fine beach on the shore of "Little Shuswap" Lake, 40 miles East of Kamloops, 30 miles West of Salmon Arm, on Trans-Canada Highway. Excellent Fishing, especially in April, May and June and again from September until end of November.

Cabins accommodate from two to six persons, at rates from \$2.50 double, to \$5.00 for up to six. Bedding supplied at slight extra cost. All Cabins have good beds . . . housekeeping facilities . . . large screened-in porches and lovely lake view and electric light. Showers and Toilets are central. Rowboats and Inboards for hire at low rates.

Guests in Camp can have Meals served in Dining Room at an Inclusive Daily Rate of \$2.25. There's also a good Coffee Shop for transient travellers or those wishing an occasional meal, and Campers' supplies are on hand in the store.

For July and August Vacations, it's an ideal spot. Beach is safe for kiddies . . . swimming is dandy . . . and you can combine it with a bit of fishing or boating. Reservations by mail to Squilax P.O., B. C., or by wire or phone to Chase, B. C., Telephone 16-R

Food and Lodging in Salmon Arm

Gowanbrae Motel . . .

. . . This new Motel is on the Trans-Canada Highway, 1¼ miles West of Salmon Arm and in our opinion is amongst the finest in entire area. The Cottages accommodate from two to six people and have all modern amenities. Pleasingly furnished, with best of beds . . . relaxing easy chairs . . . a practical Kitchenette with Electric Plate (as well as larger stove), toaster and all housekeeping gadgets . . . and a private bathroom with shower. Electric hot water heating ensures a plentiful supply of Hot Water always. There's a Coffee Shop, too, which serves "Snack Lunches" . . . sandwiches, pie n' coffee, etc., and full course Breakfasts, and we can vouch for the quality.

HUNTERS, ATTENTION: Fred McTaggart, the Motel owner, will make all arrangements for your Hunting Trip in this area.

We think you'll enjoy "Gowanbrae". Reservations can be made by letter, wire or telephone to: Gowanbrae Motel, Salmon Arm, B. C., Telephone 36-L-1.

The Avon Cafe . . .

. . . half a block from Main Street in Salmon Arm, on Hudson Street. Good food . . . booth or counter service . . . spotlessly clean. We think it best place here so recommend it to you.

For Dependable Fishing and Hunting Information!

The Shuswap Sports Shop

SALMON ARM, B. C.

Fishing and Hunting Supplies

Licences Issued

Fishing Licence Fees: Non-Resident \$7.00—Resident \$1.00

Accommodation at Sicamous, B. C.

Stop Over in Sicamous . . .

. . . and step over to the Sicamous Hotel or Lodge for whatever sort of accommodation suits you best! Both Hotel and Lodge overlook Shuswap Lake, so the view is unbeatable. The Hotel has a home-like atmosphere . . . good meals and service at reasonable prices in either Dining Room or Lunch Counter . . . some rooms with Private Bath, but all with Hot and Cold Water.

The Lodge, which is on the Highway, just $\frac{1}{4}$ mile from the Ferry (or bridge when it's completed) is tops . . . Cottage type with electrically equipped kitchens, and A-1 appointments throughout.

Reservations can be made by wire, phone or letter to:

Mrs. M. C. Brennan
Sicamous Hotel and Lodge, Sicamous, B. C.

* * *

Another Favourite Spot . . .

either for Fishing or a grand holiday or for an overnight stop on your way over the Big Bend, is the **U AND I CABINS, ON SHUSWAP LAKE**, at Sicamous.

It's not a big camp, but cottages are good. Some have private bathroom. All are well furnished, with good beds and plenty of cooking facilities.

Pete Martin practically knows Shuswap Lake backwards. He's been around here for forty years and sure knows his stuff on Fishing. He'll take you out in his power boat and you'll get Fish—or else! There's boats, either with or without motors, for rent, too. Pete also has a Cabin up Anstey Arm way, and takes parties out for Fishing Trips in this area, making this camp headquarters; and we haven't seen any disappointed fishermen returning from them, so if you have the time and want something special in both scenery and fishing, this is the trip for you.

* * *

Vacationing for the Family . . .

. . . or for an overnight stop . . . White Pine Auto and Fishing Camp on Mara Lake, a mile south of Sicamous on Trans.Canada Highway, isn't the de luxe type, but is nicely located by the lake-shore, with a sandy beach, safe for children . . . the Cabins are clean, and well-kept, have good beds, electric light . . . dishes supplied if required . . . also bedding. Showers and flush toilet facilities centrally situated.

Meals: If you once try the Meals cooked by Mrs. Porteous and served in the Main Lodge, you probably won't want to do your own cooking as long as you're in Camp! Her Chicken Dinners . . . with Home-made Buns or Hot Biscuits are plenty satisfying . . . as are the Steaks.

Fishing is a Speciality at the Camp—as in all this area—and they take you on a "No Fish—No Pay" basis during months of May, September, and October, so you can hardly lose. For reservations, write, wire or phone:

White Pine Auto and Fishing Camp
SICAMOUS, B. C.

A Strike for the Fisherman!

... A Strike for the Tourist!

SICAMOUS on Shuswap Lake, B.C.

Sicamous is a little village—not too well known—and sometimes described as being “off the Trans-Canada Highway”. Well, it is . . . a quarter mile or so, but if you take our advice, you’ll travel the road via Sicamous, taking the free ferry (which operates from 7.00 a.m. till 8.00 p.m.) over the river and on to Canoe, B. C., or vice versa, either to or from Vancouver, because it is not only fourteen miles shorter than by Grindrod, but in our opinion, is the better road, though narrower in spots.

The place abounds in hospitality, good scenery, and comfortable accommodation. We’ve made some recommendations for stopping places, food, etc., which we hope you will follow. It isn’t as de luxe, probably, as some places, but neither are the prices, and for an overnight stop, or a holiday, you’ll fare worse than to choose Sicamous.

AND . . . there’s swell fishing in this district, situated as it is on Shuswap Lake whose shoreline of some eight hundred miles encloses the finest of Rainbow Trout fishing. Seymour Arm and Narrows, and Anstey Arm, provide excellent fly fishing during the summer months, and trolling is good most all season ’round. Get your dope from the folks we suggest. They’ve lived here a long time and know their business. Their objective is satisfied customers—so they’ll do their best to see you catch fish.

Sicamous is also the Junction for the Main C.P.R. Line to the Okanagan Valley, with daily train service, and Greyhound Bus Lines operate through here en route to Banff via Big Bend Highway in summer months, with an all-year service to the Okanagan Valley, Kamloops, Vancouver, etc.



Fishin' or Sightseein' ?

The Sicamous Boat Livery, operated by Mr. A. H. Young, has dandy boats for hire, with either inboard or outboard motors; or, if you prefer, they will arrange a guided fishing party to anywhere on Shuswap Lake.

If fishing doesn't appeal to you, but super scenery does, and you have a yen for a day's outing on the water, we suggest you enquire about the full day's sightseeing trip through magnificent Seymour Narrows, and up the Seymour and Anstey Arms of the Lake. Take a picnic lunch along with you (or get one at Jimmie's) . . . and take your Kodak along . . . if it's true that cameras can't lie, you'll swear you vacationed this year in the far-off fjords of Norway!

Tourist Services in Sicamous

Groceries and Such . . .

. . . are bound to be needed, and the Stepp Store can supply everything from ham n' eggs to a side of Beef! If you're latish in arriving, and the store is closed, they live in the house next door, and are quite obliging . . . they'll come over and get you fixed up.

Attention Fishermen! Mr. Stepp has Refrigeration space for Fish Storage, which is a "must" for summer fishing, or if you're staying a few days and want to store your fish until you leave.

Location: Half a block off Main Highway, near Ferry.

STEPP STORE - - SICAMOUS, B. C.

* * *

You're apt to overlook . . .

Young's Dry Goods Store . . . as it isn't very large, but we happened to see it and dropped in to look around, and were pleasantly surprised to find a nice choice of things definitely suited to tourists' needs. Some lovely English Woollens . . . Sweaters . . . socks, and gift items, at prices anything but "touristy", and it's not too much trouble to Mrs. Young to show you anything you have in mind . . . whether you buy or not. It's just across the street from Stepp's Store, off the main road to ferry. If you've forgotten the odd thing or two in packing rush, you'll probably be able to replace it here, and might pick up something for "take-home" gifts.

* * *

Jimmie's Place . . .

Right on the Highway, near the Ferry, Jimmie Johnson has a little Lunch Counter, serving full course meals at the regular meal hours, with the usual lunches, snacks, or "ham-and" any time. Train or bus travellers can get a taxi here for trips in this area by telephoning Sicamous 20 Ring 4.

Being the proud possessor of one of the few phones in this area, Jimmie obliges the adjacent Camps (other than Sicamous Hotel and Lodge, who have own telephone) by taking your reservation if you phone ahead, so keep the number in mind . . .

Sicamous 20 Ring 4.

JIMMIE'S PLACE

* * *

SICAMOUS MOTORS

DAVISON and ANDERSON

(Formerly of Maclin Motors, Calgary)

At Junction No. 1 Highway, 200 yards east of Vernon turn-off.

Ford Motor Products Service Specialists
(and Pretty Good on Other Makes, too!)

B.A. PRODUCTS

Coffee Counter

Quick Lunches



Revelstoke, B. C.

*For Travel Service in Revelstoke
Call on . . .*



Rutherford Motors Limited

FIRST AND ORTON AVENUE
REVELSTOKE, B. C.

*We Can Secure Accommodation for You at
MOUNT HEATHER LODGE, REVELSTOKE*

*Banff — Lake Louise — Jasper
AND ADJACENT POINTS*

Booking Agents for:-

Traveller's Digest Tourist Bureau

BANFF, ALBERTA

Phone Banff 453

Best in the West!

You'll be agreeably surprised at the type of accommodation
offered at the

REGENT HOTEL

(On First Street, at Revelstoke)

All rooms have been renovated and refurnished and rates With
or Without Bath are surprisingly low.

It's the best bargain in Hotel Accommodation in the West.

Tired?

Why go any further? Nature's remedy for tired tourists is just around the
corner, a mile east of Revelstoke—at

The Big Bend Auto Camp

. . . You will find Cottages that are clean as a new pin, with everything for
housekeeping—Private toilet, electric lighting, running water, etc., in each
cabin. Showers are handy.

The thing we like about this camp is the location. Cabins on the banks
of the Columbia River, surrounded by the loveliest trees imaginable. It is
especially recommended by the Traveller's Digest.

Mount Revelstoke National Park

Entirely different from the other National Parks in the mountain region is Mount Revelstoke National Park. Prospectors and oldtimers who scouted the mountains for minerals were entranced with the unbelievable and surprising beauty of the alpine meadows atop Mount Revelstoke. They persisted in their belief that such scenic grandeur should be preserved for the delight and pleasure of all in a National Park. In 1914 the area was set aside as a National Park. In 1919 it was dedicated by Edward, Prince of Wales, and in 1927 it was formally opened by the Prince of Wales, assisted by Prince George. Mount Revelstoke is one of the mountains in the wild and spectacular Selkirks, that impressive range that lies in the mighty bend of the Columbia.

The park is reached by one of the most striking mountain highways on the continent—the Royal Highway. The road from the town of Revelstoke climbs by easy grade to an altitude of 6,380 feet, and is 18 miles in length. Each turn of the road opens a new vista of beauty, glimpses of the Columbia Valley and the town far below, and everywhere the majestic snow-capped peaks. On the summit of the mountain, unbelievably, there opens out an undulating alpine plateau, in the summer ablaze with color. From the summit a trail leads to a number of gems of lakes—Eva, Miller and Jade, and horses are for hire at prevailing rates as set by National Parks Board.

The flora of the Selkirks is the most varied and riotously colored in the mountain area. Mountain heathers, honeysuckles, saxifrage, anemone, columbine, aster, lily, marigold, lady-slipper are a few of the 500 varieties of trees and flowers and shrubs found in the Selkirks.

Heather Lodge

In this setting is to be found Heather Lodge. Accomodation is in keeping with the character of the locale. The main lounge, comfortably and attractively furnished, has a large fireplace. Delicious home-cooked meals are served either indoors or on the verandah. Large windows frame breath-taking pictures of peaks and meadows. The bedrooms are furnished throughout with new spring-filled mattresses. The Lodge has its own electric light plant and water system. Guests who come for a day remain for a week or longer, for there is no other resort just like it.

Rates on European Plan: Single, \$4.00; Double, \$6.00; Twin Beds, \$7.00; Breakfast, \$1.00; Luncheon, \$1.25; Dinner, \$1.50.

For that different holiday, a few days at Heather Lodge in Mount Revelstoke National Park, at an altitude of 6,380 feet, is the answer. The cares of the workaday world will be dwarfed to obliteration. The everlasting hills will do their work of healing, resting and inspiring.

Reservations: Write P.O. Box 93, Revelstoke; phone or wire Rutherford Motors, Revelstoke. Visitors on-the-spot can call at Rutherford Motors.

The Big Bend Highway

Revelstoke, B. C. to Golden, B. C. — Distance 193 Miles

ROAD CONDITIONS: This is a very good gravelled highway, no difficult grades. It is an extremely picturesque drive, and takes about 6 hours driving time. There are several service stations en route, also tea rooms and cabins.

This highway derives the name "Big Bend" from the fact that it follows the Columbia River, which winds its tumultuous way between the ranges of the Rockies and the Selkirks in the form of a big bend. This whole section is rich in romance and historic interest, for here, in 1865, occurred one of the most spectacular episodes in British Columbia's development, when miners flocked to the sand-bars of the Big Bend in search of the rich gold deposits which lay in the river bed.

At the Columbia River Bridge, just one hundred miles from Revelstoke, where the road crosses the Columbia on a 270-foot span, you will see some of the finest scenery on the Big Bend. The Canoe and Wood Rivers join the Columbia about a mile below the bridge, and the junction of the three valleys forms a wide plain. Splendid views of the river, Mica Mountain to the South, Goose Grass Peak to the Southeast, Mount Duplicate separating the Canoe and Wood Valleys, are obtained from here. There is a Lodge here and a Shell Service Station.



What Every Woman Knows . . .

. . . and every man eventually discovers . . . half the holiday is spent sightseeing, half shop-seeing! You probably won't expect to do much of the latter in Golden, but there are one or two little shops well worth a visit, especially if Furs interest you. Golden is in the heart of the Fur Trapping country, and The Peers Gift Shop carries an interesting display of Neck-pieces, Jackets and Stoles of Mink, Marten, Muskrat, Wolverine and Squirrel, most of which are trapped in this district. Coats of Canadian Mink are made to your order, and prices are lower here than in the larger centres.

If Gift items such as English Bone China . . . Figurines . . . English Potteries or Toby Jugs are on your list, they carry these, too, as well as some lovely Oils by the famous Danish Artist, Mr. H. Tygeson and to keep the family happy whilst you shop there's an Ice Cream fountain!

The Peers Gift Shop

Next to Fred's Cafe at Golden B. C.

Food and Lodging in Golden, B. C.

D'Ye Ken Duncan Hines?

Well, here is one of his recommendations:

Golden Lodge

which he classifies as being "a fully modern small place for a restful stop-over". There's rooms with or without private baths, dining room and also Coffee Shop, and the food is good. Rates are reasonable. Wire ahead for reservations!

* * *

Riverside Auto Court, Golden, B. C.

This Court is situated on the banks of the Kicking Horse River in a cool, shady spot.

The Cabins are, above all, clean—the beds are very good—linen and bedding spotless. At present, with the exception of one large cottage which has private toilet, etc., the other cottages are served by centrally located conveniences. They, too, are kept in perfect order. Everything for housekeeping can be obtained from the office, and, in our opinion, this is the best Auto Court in Golden.

Tourists coming in from Revelstoke or Lake Louise are advised to proceed on through town to end of Main Street, turn right, then cross over bridge and follow main road past Imperial Bank, where you will again turn right. Then follow the Camp signs.

* * *

Fred's Cafe, Golden, B. C.

This cafe was formerly the "Sunrise", but is now under the new management of Fred and Ernie Feuz, sons of the famous Swiss guide, Ernest Feuz, of Lake Louise—and these boys are running a good establishment.

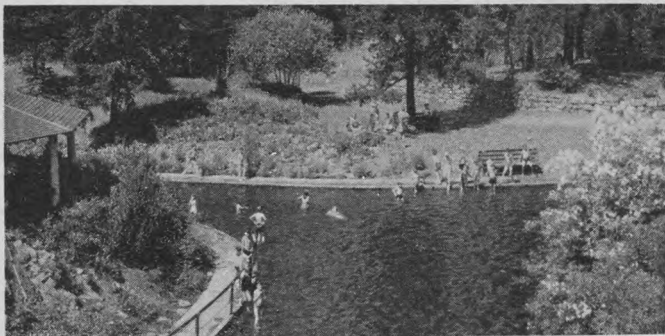
The Cafe has been completely remodelled, and from reports received during 1947 the meals here are good, the place is clean. Table or counter service. Located opposite post office.

* * *

For Souvenirs . . .

magazines, films—plus a choice assortment of Yardley's and other English toiletries—drop in at the Rexall Drug Store at Golden. Mr. Marrs will be glad to help you.

NELSON. . *British Columbia*



Gyro Park at Nelson

The City of Nelson is about as pleasant a place as you'll find in Canada. It's not a large city . . . has nothing of that harassed "Big City" atmosphere about it. As a matter of fact, the population is just under the 9,000 mark, which makes all the more remarkable the existence there of one of the finest Civic Centres in the Dominion, a really modern shopping district, and even an unobtrusive street railway which whisks you to the higher reaches of the city with no time or trouble at all.

The Civic Centre is really an outstanding credit to a community of this size; it includes a movie, theatre, public library, a recreation hall (used for dances, basketball and badminton), an indoor ice arena, curling rink, and an outdoor sports stadium. All an indication perhaps as to why Nelson has a juvenile delinquent rate which is probably the lowest in the Dominion.

The two public parks, Gyro, overlooking the city, and including a children's pool, and Lakeside Park with supervised bathing beach, are as far as you need to go with a book, a picnic lunch, and a strong inclination to laze. If you prefer to go further afield on such errands, boats may be hired and you can stooze around the lake and pick your own beach.

The surrounding country has much to offer in a combination of blue waters, mountains, evergreens and fruit blossoms. Drive to Kaslo, once the boom town of mining days, and now famous as the home of the Bing Cherries; it is 43 miles along the lake shore, passing through Balfour, itself perfect for a day's outing, and Ainsworth with its mineral hot springs. New Denver in the Slocan is a famed beauty spot, and almost any point along the highway brings grand scenery and a sense of relaxation which is unbeatable.

Apart from scenic and sporting attractions, Nelson has a great reputation for hospitality. The war years found thousands of allied airmen, training in Canada, wending their way there for leave as guests of the city. They found fun, healing quiet, and enduring friendships. It wasn't just something put on as a bit of a war effort, but a great expression of Nelson's inherent hospitality, and something remembered with deep gratitude from Melbourne to Manchester. I know; that's how I found the Kootenays!

For Folders or Detailed Information—Write, or

Queen City of the Kootenays!



Curling

Fishing and Hunting

Excellent sport attracts great numbers of fishermen and hunters to Nelson and District. The Annual Kootenay Lake Trout Derby in particular offers added incentive in the way of many fine prizes to the basic thrill of a 'strike'. For the huntsman there is fine shooting, particularly deer. Bear are plentiful, and grizzly and cougar may be hunted in the country around Lardo. At the other extreme of the lake, in the flats of Kootenay Landing, and through to Creston the duck shooting is exceptional.

Curling

Since the days of antiquity, when two angry and half frozen Scots hurled rocks at each other across a frozen loch, in a combined effort to settle an argument and keep warm, men—and women—have donned the traditional bonnet, picked up a sturdy broom, and sallied

forth to curl. Rules and a more sociable ideal have eliminated the original aspects of the game, and curling has become a widely enjoyed winter sport in the Kootenays to such an extent that they even hold Bonspiels in the summer. Canada's First International Midsummer Bonspiel was held at Nelson Civic Centre from July 2nd to 7th, 1945, and was such a huge success that it has become an annual feature, so, you curling folks, drag the bonnet and broom from the cold storage into which it was reluctantly placed last Spring . . . and hie to the Kootenays with 'em!

Golf

Nelson boasts a splendid golf course, with fine greens, hospitable clubhouse, and while you're waiting to pass the foursome in front, a wonderful view of the city and lake, from its position high above on the mountainside.

Ferry Schedule—Kootenay Lake

Leaves Balfour 8 a.m.; 10:50 a.m.; 1:40 p.m.; 4:30 p.m.

Leaves Kootenay Bay: 9:25 a.m.; 12:15 p.m.; 3:05 p.m.; 5:30 p.m.

Charges: Cars \$1.50 to \$3.00 (Depending on Wheel Base); Passengers 25c.

Attention—Mr.

and Mrs. Tourist!!

Why not include Nelson and the Kootenays in your trip to the Canadian Rockies! Hard-surfaced roads from Spokane to Nelson through a choice of several border points add to your holiday route a scenic experience.



Ferry on Kootenay Lake

all on The Nelson Board of Trade.

Rambling Round Nelson

50 years ago, the "tourists" coming to Nelson brought with them a pick and shovel, and that "gold getting" gleam in their eye, to find that Lady Luck had not only Hair of Gold—but a Silver Necklace, and was standing in Lead up to her Boot-tops! The rip-snorting, wild-cat mining town of '87 has now become the centre for the Kootenay Community of almost 70,000 fortunates, and railroad, lumber and fruit ranch employees have replaced the bulk of the old pork and bean boys!

Nelson sits quietly on the shores of Kootenay Lake's West Arm, and tells fish stories. If you're a fisherman you'll know why—but more about that elsewhere . . . the hills roll back in large, soft folds, and here and there up pops a glacier with that "Duz Does Everything" look about it. There's Holiday Fun of every kind . . . and it's the only place in Canada to offer Summer Curling!

True enough! . . . Nelsonites like curling so much that—man, wench and boy—they even do it in Summer! You may have heard of the Nelson Annual Midsummer Bonspiel. It takes place (this year, June 28th-July 4th) in the Civic Centre Arena. Entries this year have gone to the limit of 70, and fees are so moderate that even a Scottish Rink has signed up! The Highland laddies will no doubt be rocked to their austerity sporrans at the idea of spending the morning acquiring a golden tan on one of Nelson's many beaches, before getting into a sweater and hieing forth to curl . . . with roses in their tam o' shanters, fresh cherries in their pockets, and the prospect of a wee dram on the moonlit lake in the offing . . . bathing beauties and curling brooms . . . that's true democracy.

As for the City—there's an array of up-to-date stores, supplying everything from beeswax to brown derbys. Hotels and Auto Camps cater to anyone who rolls in, and there are plenty of good eats. Add to this that touch of real hospitality, fishing, hunting, and scenic beauty . . . and you certainly have a place well worth visiting!

* * *

Behold The Fisherman!

"He riseth up early in the morning and disturbeth the whole household—

Mighty are his preparations—He goeth forth full of hope . . .

When the day is far spent, he returneth smelling of strong drink and the truth is not in him."

How true!—but it's a lot of fun anyway—and half the fun is in "the mighty preparations", isn't it?

You might get a bit of help along this line if you drop in to see Jack Boyce before you hit the deck. He's been Fishing and Hunting here for donkey's years and knows most of the angles. Fly-tying is his pet hobby, and he has a wonderful stock of hand-tied flies of every hue—guaranteed to lure the finest piscatorial specimens in the waters. If you like to tie your own Flies in the long winter evenings, get his Fly Tying Manual—the best on the market for the price—75c . . . and a stock of feathers, quills, hair wings and all the dope that goes with this hobby, when you're in town—it won't take much out of your pocket and will put a lot in your future creels!

He's keen on the Hunt, too, and will gladly pass along reliable gen on his area . . . Sure, he sell the sort of clothing you'll need for your Fishing and Hunting Trips, too!

JACK BOYCE—514 Baker St., Nelson, B. C.

Look for the Bluetop . . .

Bluetop Bungalow Auto Court

NELSON, B. C.

Described as "The Interior's Most Modern Court", the Bluetop Bungalow Auto Court is quietly located near the lake-shore, and yet within a few minutes drive of the centre of the City. You may take your choice of Bungalows, with or without Kitchens. All have Bathroom, Bedroom, Living Room, and are Centrally Heated. Just drive two blocks past the street-car terminal at Lakeside Park, or turn to your left as you leave the Ferry at the Park Gates.

You'll find a Wealth of Hospitality waiting on the threshold!

"Recommended by Duncan Hines"

T. D. Rosling—Proprietor

Mrs. Dot. Erdahl—Manageress

Fine Food in a Pleasing Atmosphere . . . that's

Armson's Restaurant

IN NELSON, B. C.

How about a nice, cool, crispy salad? . . . Or perhaps a super steak for that "he-man appetite"? You'll get fine food, superbly prepared and expertly served at Armson's Restaurant, 702 Vernon St. (near the Civic Centre) in Nelson. The excellent cuisine and quiet atmosphere combine to give you eating pleasure in relaxed comfort, and you can enjoy your meal in Booth, Dining Room, or at the Counter.

Under Personal Management of Mr. and Mrs. Armson



Where Tourists Become Old-timers!

Kaslo is situated in the picturesque Kootenay Lake District 43 miles north of Nelson, and only 23 miles from the Main Lake Ferry at Balfour.

It is one of the Kootenay's most delightful spots where you can golf on the sporty scenic golf course, go for pleasant hikes through nature's wonderland, or just rest, swim and be lazy.

If your holiday is dedicated to a more sporting mood, fishing in beautiful Kootenay Lake is excellent; and for the huntsman, shooting, particularly of goat and grizzly is a great attraction.

Kaslo is also the gateway to majestic Kokanee Glacier Park, with good climbing, pack trails and outstanding scenic grandeur awaiting you.

The district has the unique feature of being in a northern area, yet comparatively free from snow and cold weather, conditions particularly favourable to the cultivation of the world famous Bing Cherries for which Kaslo is renowned.

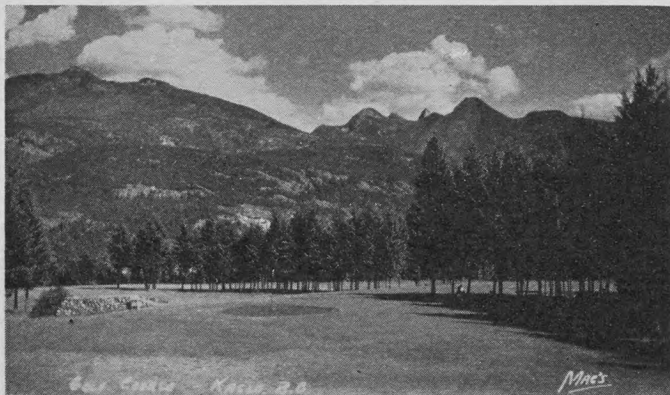
to KASLO

Kaslo is one of the oldest cities in British Columbia, its charter having been granted on August 10th, 1892.

The discovery of rich mineral claims in the area, several of which are still producing, caused the town to boom until the population rose to over 5000. Some of the early buildings still stand and are housing thriving businesses which serve a large surrounding district.

Kaslo has had its ups and downs through the years. The disastrous fire of 1894 followed close after the failure of the local bank. The city was just struggling through this catastrophe when Kaslo River overflowed its banks, the Kootenay Lake rose far above its usual level and a great deal of the town was washed away. But the indomitable spirit of the early pioneers refused to be crushed and they went to work with a will, to rebuild their stricken city.

Today Kaslo is justly proud of her early history, and is determined to carry on in the honoured tradition of the old-timers.



No. 2 Green on Kaslo's Golf Course

FOR ALL INFORMATION WRITE:—

**THE SECRETARY,
KASLO BOARD OF TRADE,
KASLO, B. C.**

"Follow the Rainbow to Kaslo"

For the Fisherman . . .

the Kaslo Marine Service offers you everything from Fishing Tackle to Accommodation! Situated in Kaslo Bay, it has fine anchorage for pleasure craft and seaplanes, with gas and oil service for both.

Fishing Tackle can be rented, if you haven't brought your own, and you can either fly fish the streams or take a rowboat or outboard to troll in the lake. Kamloops Trout up to twenty pounds are caught regularly and sport is never lacking. A large fleet of new rowboats has just been added to cope with the influx of fishermen anxious to get "up and at 'em".

For accommodation, a letter or wire will reserve a modern cabin—with a view of the towering Selkirks, crystal-clear streams tumbling down the slopes, verdant hillsides and the ever-changing beauty of the lake beneath. Don't forget the name:

Kaslo Marine Service

* * *

Calling Mr. and Mrs. Visitor . . .

. . . to drop in at the Kaslo Drug Store and browse around for your holiday souvenirs. A good selection of photographs of the Kaslo district—plenty of films—and a surprising display of toiletries, including such English lines as Yardley's of London, besides the better American stocks of Rubenstein, Harriet Hubbard Ayer, and others equally famous.

They'll be glad to welcome you and help you out with any information about the good old days in Kaslo—or the good new days! So—drop around and see them, won't you? The welcome mat is out!

KASLO DRUG STORE

King George Hotel

KASLO, B. C.

Fully Licensed

Coffee Shop

35 Rooms—Good Beds

***Fishing Licence at the Desk for Your
Convenience***

Proprietors

W. J. Drummond

W. R. Logan

The Lodge

KASLO, B. C.



One of the most delightful places in the Kootenays! A lovely garden, fruit trees, plenty of shady lawns, and a Lodge that's just as cozy as any place could be. Large, cheery bedrooms with the best of beds and linens for your slumber-time—and a scrumptious Lounge with a big fireplace for evening relaxation.

As for the meals—when you sit down to a Dinner which includes a Roast, three vegetables—a crispy salad and to top it all, a dessert of Kaslo's Specialty, "Cherry Pie, a la Mode"—you'll have no more worries!

Don't hesitate about writing or wiring ahead for a reservation—you'll be well taken care of and the rates are well within reason.

The Lodge Kaslo, B. C.

* * *

Comfortable Cottage Accommodation . . .

For those of you who prefer Cottage Accommodation where you can do your own cooking, the Kaslo Kabins are well recommended.

Built from Cottonwood Logs, each has two bedrooms with excellent beds—a fully equipped Kitchen for housekeeping—and a Private Shower and Toilet.

They are located on the Highway entering Kaslo from the Nelson side and are convenient to the Lake and to the centre of the town.

Rates are reasonable enough—and we have no hesitancy in recommending this little Camp.

For Reservations, write or wire:

KASLO KABINS Kaslo, B. C.

On The Shores of Kootenay Lake . . .



Kootenay Cottages, on Highway 3 at Gray Creek, is a resort known by discriminating people for its charm. Accommodation is of the most comfortable. You can set up house-keeping for your stay in one of the modern cottages fully equipped for cooking, or if you prefer to take it really easy, enjoy the appetizing home-cooked meals served in the pleasant atmosphere of the Main Lodge.

There is little need to ponder on how to pass your time. A Tennis Court and two Private Beaches offer a day's recreation in themselves, or you'll find boats to hire if you feel inclined to follow the crowd and partake of the splendid fly and troll fishing for Rainbow and Kamloops trout.

The Resort is central for jaunts around the Kootenay country. You can either confine yourself to hiking trips along the lake-side trails and into the hills, or wander further afield, by crossing the Main Lake Ferry at nearby Kootenay Bay and driving down to Nelson (about 22 miles) and the Slocan. Alternatively you can head north, to Ainsworth Hot Springs and Kaslo, and from there into the Kokanee National Park, the road taking you to within 3 miles of Kokanee Glacier . . . and when day is done, the cheery fireplace and radio in your cottage are waiting to bring a day of pleasure, good sport, and scenic beauty, to a relaxed and luxurious close.

For Reservations, phone, write or wire . . .

Kootenay Cottages

Gray Creek, B. C.

Recommended Stops in Creston, B. C.

In Creston . . . It's the NEW

Kootenay Hotel

and Coffee Shop, situated on the Main Street
You can't miss it!

A new Hotel, completely modern, with exceptionally well-appointed accommodation, including rooms with Bath or Shower. The Coffee Shop is in the Hotel for your convenience, and the premises are Licensed. Headquarters for Lions and Kiwanis Club meetings.

* * *

Hungry?

Well, nobody ever left the BUS DEPOT COFFEE SHOP with that complaint. It is well above the average for Bus Depot "Eats", and you'll have a wide choice on your Menu. It's a place for really Good Food, and we enjoyed our meal here better than at some, and quite as well as at the majority of the best Cafes. They have Counter or Booth Service, and a Good Soda Fountain and Ice Cream Department . . . so don't pass up . . .

Bus Depot Coffee Shop

Creston, B. C.

We Recommend . . .

UNIVERSAL MOTORS LTD.

Creston, B. C.

A well-equipped Repair Shop, giving Satisfactory Service
On All Cars

Specialized Lubrication

Tire Repairs

FORD—MONARCH

B-A

Sales and Service

Oil Products

Towing and Wrecking Service — Phone Creston 16

The Banff-Windermere Highway

(Cranbrook to Banff, via Fairmont Hot Springs, Windermere and Radium)

DISTANCES:

Eastport, Idaho, to Cranbrook	51 miles
Cranbrook to Radium Hot Springs	103 "
Cranbrook to Banff, Alberta	190 "

ROAD SURFACE:

Hard-surfaced highway.

Tourists entering Canada via Eastport, Idaho, will drive 51 miles to Cranbrook, B. C., and there connect with the Banff-Windermere Highway. After leaving Cranbrook, you will be travelling through what is known as the "East Kootenay" country, a place of lovely lakes and rivers, where the Selkirk and Rocky Mountains can be seen from every angle. There are many lovely spots for overnight stops, or for those looking for a holiday at an altitude not quite so high as that in the Parks, the East Kootenay district is unsurpassed. Most of the camps and ranches are just far enough off the highway to ensure a night's rest free from the noise of traffic—and they are all either on the shore of a lake, or within a few yards of it. We can't over-rate the East Kootenays, because they have everything that goes to make a perfect holiday.



On Moyie Lake, B. C.

Hogarth's Bungalow Court

Situated at the South end of Moyie Lake. 30 miles North of Kingsgate, 190 miles North of Spokane and 210 miles South of Banff and Lake Louise.

Tom Hogarth, who has been in the Hotel business in Western Canada for the past 25 years—with the C.P.R. at Banff and Lake Louise for 8 years of this time—and who is well-known to thousands of tourists, has built a fine new Bungalow Camp on the point at Moyie Lake, which should be a boon to the tourist this summer, situated as it is at the half-way mark between Spokane and Banff. It makes for a nice day's drive from either place.

The Bungalows are lined in Knotty Pine, and each has attractive large living room with a stone fireplace, two bedrooms well and cozily furnished, private bathroom with shower, kitchen all set for housekeeping, with cheery pottery dishes to brighten the breakfast table!

Bungalows accommodate from four to six, and for the convenience of twosomes, smaller ones are available. Rates are from \$6.00 to \$10.00.

Reservations can be made either through the Cranbrook Hotel, at Cranbrook, B. C., or by letter, wire or telephone direct to:

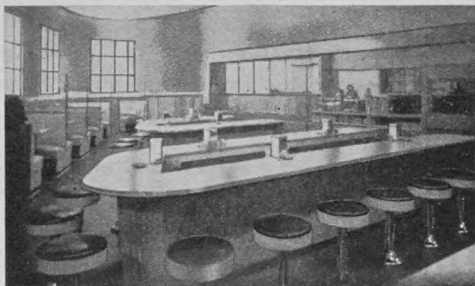
Hogarth's Bungalow Court

Mr. and Mrs. T. V. Hogarth

Moyie Lake, B. C.

Good For You . . .

PROC'S *Fine Foods*



Cranbrook's Restaurant of Distinction

Mrs. Proctor, who presides over Proc's Coffee Shop at Cranbrook, has catered to our inner needs on many an occasion at her Coffee Shop at Yahk, B. C., previous to opening in Cranbrook.

Home-cooked Foods, prepared in as clean a kitchen as you have at home—served tastefully and with courtesy. Everything from a snack to a man-sized Porterhouse Steak with all the trimmings, and at prices that will still leave you enough in the family "kitty" to enjoy the rest of your vacation. Booth and Counter Service—and a swell Ice Cream and Milk Bar, too.

"Proc" has branched out into about the most modern Service Station in the West—and offers you Service, from a Lube Job to an Overhaul. If you want to have your car serviced while you eat, or overnight while you snooze, leave it with Proc and you'll be well taken care of. Absolutely the finest and most modern Lubrication Equipment available.



*Good for
your Car!*

PROC'S

*Fine
Texaco
Service*

Proc's at Cranbrook

SERVICE FOR YOUR CAR — WHILE YOU EAT OR SLEEP

**An Important Link in the Texaco Chain in Western Canada
Agency for the Travellers Digest—Make your reservations here
for anywhere in Western Canada.**

The Leading Hotel in Cranbrook!

MOUNT BAKER

Fully Modern - Quiet and Comfortable

Rooms with Tub Baths or Showers

"Mert and Marge Kennemann"

New Managers

On the Main Street in Cranbrook

There's Relaxation . . .

After a hard day's drive when you spend your evening seeing a good show. There's a first-class Theatre in Cranbrook, with plenty of comfortable seats, where they feature first-run pictures, with changes of show twice a week. Why not skip the Motor Court or Hotel for the evening and just relax?

Star Theatre

Cranbrook, B. C.

Where to Go?

If you need any help in the way of information as to where to go—what to do—what to see—where to fish, etc., in the Cranbrook district, drop in and see the boys in Parks Hardware.

Might just as well check up on your Fishing Tackle when you're in here, and make sure you have the right stuff for these lakes. They also carry plenty of Hunting equipment, and other Sporting goods.

PARKS HARDWARE

STAN'S SUPER-SERVICE

IMPERIAL OIL PRODUCTS

Latest Improved Lubricating Equipment

A Modern Service Station with Excellent Rest Rooms

**Location: On Main Highway at Corner of Cranbrook
and Baker Streets**

Cranbrook, B.C.

Elevation, 3,000 feet. Population, 3,900.

Cranbrook is situated in the East Kootenay district, and is the Western gateway to the Rockies. You'll find an excellent Auto Camp at Cranbrook, fully modern, electrically equipped, which also has a huge outdoor swimming pool, free to tourists. Golf Course is handy to town.

It is the outfitting point for a large big game area, where hunting for mountain sheep and goat, elk, moose, deer, grizzly and black bear, is well rewarded.

Fishing in the lakes around Cranbrook is very good in Moyie, Mineral, Munroe, St. Mary's and Premier Lakes.

Cranbrook Municipal Auto Court



Phone, Wire or Write for Reservations

Real Old Timers . . .

In the good old days of the horse and buggy—when Cranbrook was just another spot on the railroad—the Bridges Family set up a General Farm Store, catering to the needs of the settler in the way of Implements, Wagons, Harness and Feed—with an Employment Agency as a side-line!

Another year of troubled times has gone by, and we're still here—ready to wait on you and give you our best service.

We always try to carry a well-selected stock of groceries, featuring many exclusive and imported lines—as well as fruits, vegetables and an excellent stock of cold meats.

Mr. R. F. Bridges, present Owner and Manager, will be glad to welcome you—and delivery of your orders to your Camp or Cottage can be arranged.

CRANBROOK TRADING COMPANY

"Look for this Ultra-Modern Store"

Kimberley, B. C.

Kimberley is in the heart of the East Kootenay Mining district, and is centred around the famous Sullivan Mine and Concentrator, the largest single producer of Lead and Zinc in the British Empire.

The town is most beautifully situated at the foot of the Purcell range of the Rocky Mountains, and here you will find a thriving and enterprising community.

Tourists who take time to look around Kimberley will be pleasantly surprised at the facilities for holidayers! They have two excellent swimming pools (outdoors), the sportiest nine-hole Golf Course in British Columbia, a beautiful Park, and homes and gardens such as you never expect to find in a town devoted to mining. You can make Kimberley more than an overnight stop and find lots to do.

* * *

Sylvia Motor Court

KIMBERLEY, B. C.

- Attractive Living Room — Practical Kitchenette.
- Modern Bathroom (with Tub Baths).
- Beds with Inner Spring Mattresses.
- Cottages Accommodate Two to Four Persons
- Full Housekeeping Facilities.
- Moderate Rates.

An outstanding example of the combined conveniences of a First-class Hotel and the last word in Motor Court Accommodation

Situated on the Main Highway - Next to Selkirk Motors

Telephone Kimberley 111 to Assure Reservation

* * *

On the Banff-Windermere Highway

Half-Way House . . .

On Banff-Windermere Highway, 18 miles south of Radium Hot Springs, and 68 miles north of Kimberley, this is a stopping place for food, which is open at most hours of the day and night.

It isn't elaborate . . . but it's clean . . . the steaks, chops, bacon n'eggs, sandwiches, home-made pies and coffee are good, and the service is always cheerful, no matter what the hour.

No cabins or accommodation . . . but a B-A Gas Station for gas and oil and minor repairs. Think you'll find it's okay . . . and it is OPEN when most of the others have closed!

A Couple of Good Spots in Kimberley, B. C.



JUST . . . *Johnny's* FOR GOOD HOME COOKING **FULL COURSE MEALS OR LIGHT LUNCHES** Special Ice Cream Sundaes and Milk Shakes

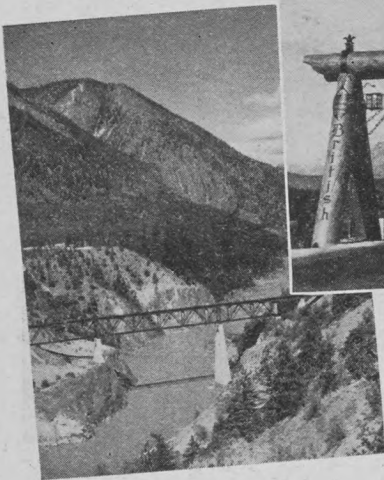
Attention, Tourists: Call in—we may have your “Home-Town” newspaper in our assortment for sale.

We shall be glad to serve you.

Calling Mr. and Mrs. Tourist!

Thought we'd mention in passing that there's one spot in Kimberley where it's always COOL! Just in case you're finding it a bit warm for too much exercise and wondering how to spend your evening.

Take time out and pop down to the **ORPHEUM THEATRE**. There's Air-Conditioning, plus extra comfy seats—together with a first-class show, which should prove a mighty pleasurable way to relax for a couple of hours!



VACATIONS KN BRITISH C BET

IT'S THE VACATIONLAND

Some people are familiar with one part, some with another, but to arrive at the best must see it all.

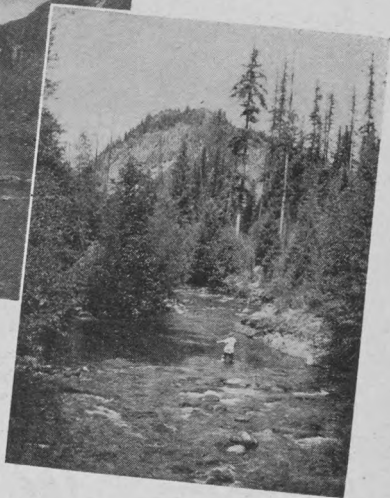
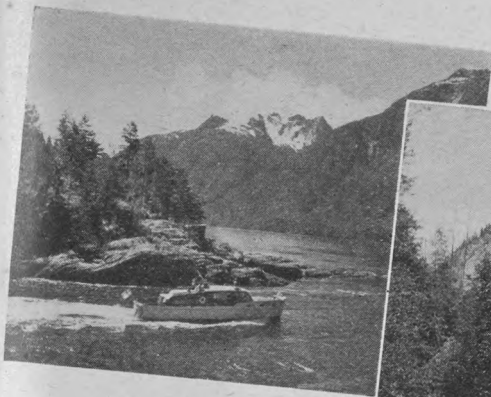
Vancouver Island, a delightful wonderland of mountain, lake and river scenery; the hospitable . . . the lovely parklike Fraser Valley . . . the romantic Cariboo, the Okanagan . . . the rugged Kootenays . . . Hazelton and Skeena Crossing . . . Tweedsmuir Park, largest of Canada's scenic parks.

All those appealing vacation areas await you; all are easily accessible; and

Write to THE BRITISH COLUMBIA GOVERNMENT

Department of Trade and Industry.

E. G. ROWEBOTTOM, Deputy Minister



UNLIMITED

OW COLUMBIA TER

THAT HAS EVERYTHING

at a full appreciation of British Columbia in all its majestic grandeur one

every . . . the cities of Victoria and Vancouver, vividly colorful and warmly
rich in its associations, exciting in its frontier atmosphere . . . the garden
sing with their magnificent totems . . . the new highway to Prince Rupert

all have excellent accommodations; all will surprise and delight you.

VERNMENT TRAVEL BUREAU

Parliament Buildings, Victoria, B. C.

HON. LESLIE H. EYRES, Minister

The Oasis Room at The Grill



The Oasis Room is pleasantly cool with attractive Table Service. If you want a really good Steak, have a chat with Mr. Masi, who manages The Grill, and tell him just what you'd like and he'll try to serve it to your taste.

Full Course meals are served at all hours—and the food is good, and well-cooked.

On the Main Street

The Grill

in Kimberley

We Don't Sleep on the Job!

If you leave your car in our care for Lubrication, Washing or Repairs. We'll give you Speedy Dependable Service and guarantee your car "Texaco Roadable" when it leaves our Shop!

SULLIVAN MOTORS

(Joe Fugina)

TEXACO PRODUCTS

DODGE

DE SOTO

Sales and Service

Right on Main Highway as you enter Kimberley from Cranbrook.

Phone 32

Towing, Etc.



A Bit About the Columbia River

Most American tourists are surprised to learn that the mighty Columbia River, which they naturally associate with their own fine land, has its source in Columbia Lake, which is adjacent to the Banff-Windermere Highway, in British Columbia.

As you drive along from Cranbrook toward Windermere and Radium Hot Springs, you'll pass through Canal Flats (about 43 miles beyond Kimberley, B. C.), and if you keep your eyes open you'll see a sign at a bridge, pointing to a little stream, and indicating that this is the source of the Columbia. Actually, this is only one of the many little streams in this area which flow into nearby Columbia Lake, to form the actual source of the Columbia River.

From Columbia Lake, the river flows north through Lake Windermere, on to Golden, B. C., then follows along what is now the Big Bend Highway to Boat Encampment, where it makes the "Big Bend" or turn, flowing south to Revelstoke. From Revelstoke it winds its way to Arrowhead where it widens and forms the Arrow Lakes, some 130 miles long. At Castlegar it combines with the Kootenay River to form the torrent that flows southward through Washington, to be harnessed by the Grand Coulee Dam in one of the world's largest power projects, and after doing service there, wends its way along the border between Washington and Oregon—known to travellers the world over as the beautiful Columbia River Highway—finally merging with the Pacific Ocean near Portland, Oregon.

Kinda hard to believe, isn't it, that the mighty Columbia originates in this little stream in Canal Flats—and that it flows through British Columbia for some 460 miles before reaching the States? Hope you enjoyed the geography lesson. We had a bit of fun tracing the old Columbia before writing this.

* * *

Columbia Lake Cabins . . .

. . . a rustic-type Cabin Camp, in a cool grove overlooking Columbia Lake, with dandy Cabins for those who want something in the moderately priced class. The lake is about 500 yards away, and reached by a good road. Swimming is fine.

The Cabins are clean . . . have good beds . . . kitchen facilities in most . . . electric light, and central shower facilities. There is also a Community Kitchen for hot weather use.

A couple of new, fully modern cottages, completely equipped in every detail, are there, too, at slightly higher rates.

This district is famous for Hunting, with an abundance of Moose and Deer within easy reach. Good Trout fishing in nearby lakes and streams, too.

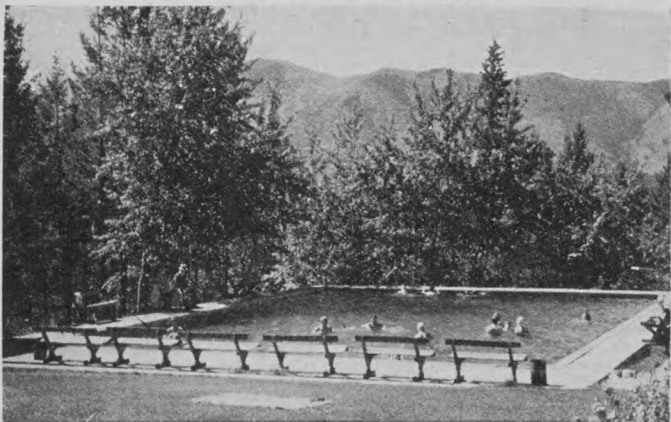
If you don't want to cook, a Cafe and Dining Room serve Meals, home style, at most hours of the day. Transient tourists are welcomed.

All in all—whether it's overnight or over your Vacation or Hunting trip—if you want something reasonable and yet comfortable, this Camp should fill the bill. For Reservations, write or phone:

Columbia Lake Cabins

CANAL FLATS, B. C.

Fairmont Hot Springs Bungalow Camp



122 Miles North of Eastport, Idaho—71 Miles East of Cranbrook—
32 Miles South of Kootenay Park Gates

Give yourself a break—and whether it's only for a glimpse or for a swim in the big Outdoor Pool where the water is 90 deg. F.—or for a delicious Meal or Accommodation in an unexcelled setting—**DO SEE**

FAIRMONT HOT SPRINGS BUNGALOW CAMP

It's an outstanding scenic spot in one of the most beautiful places in the Rockies. Here, in the broad Columbia Valley, overlooking gorgeous lakes, with the Selkirk Mountains and the massive-shouldered Rockies towering above, you'll find real rest and relaxation.

Here, too, are the famous Curative Mineral Baths, with Mineral Springs where the amount of actual Radium present in the solution is in excess of that of any other spring on the North American Continent. The Springs are also noted for their unusually high radio-activity and mineral content. The temperature in the Private Curative Baths is about 114 deg. F.

Accommodation is in comfortable Bungalows on the American Plan at moderate rates—or Housekeeping Cottages may be rented.

Plenty of fresh cream, milk, fruits and vegetables right from the ranch ensure the utmost in delicious meals.

For Reservations, Write, Wire or Telephone:

MR. R. W. BARTMAN, Fairmont Hot Springs, B. C.

Food and Lodging on Banff-Windermere Highway

"Akiskinook"

When Mr. Blunt named his new bungalow camp he chose the name which the Kootenay Indians used to call Windermere Valley, "Akiskinook", which means "the Two Lakes", Columbia and Windermere.

The name is about the only thing which resembles anything like Indian days!

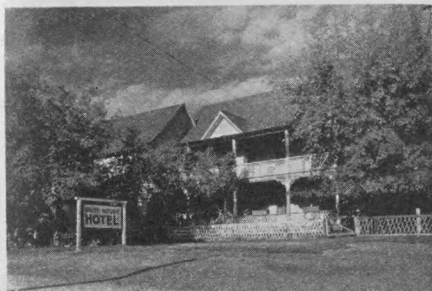
Situated in a shady grove off the Banff-Windermere Highway, just north of Windermere Village, overlooking Lake Windermere, the cottages accommodate from two to six people, and have spacious living rooms with fireplaces equipped with Heatolators, cosy bedrooms, three-piece bathrooms, modern kitchens with gas range, cooler, and, in fact, everything for your comfort! 110-voltage A.C. lighting system, so you can use your electric razor, radio, etc., safely.

We know you will find the ultimate in accommodation at "Akiskinook" at reasonable rates, and you are handy to Lake Windermere Beach, boating and fishing. Look for and follow the signs!

* * *

White House Hotel

Windermere, B. C.



- Modern Rooms
- Good Food
- Open All Year
- Licensed Premises
- Moderate Rates
- Fishing and Hunting
- Boating and Swimming

MEL & EDYTHE MCARTHUR

Windermere, B. C.

* * *

Junction Coffee Counter . . .

. . . right at Junction, at foot of Radium Hot Springs Hill, where road branches off to Golden and Cranbrook, and less than two miles from Radium Hot Springs, a new Coffee Shop, open from 7:00 a.m. till 11:00 p.m., serving Regular Meals at standard meal hours, with lunches and snacks at fill-in times.

A good place for quick service, and a tasty meal. Home-made pie and good coffee . . . ice cream and soft drinks.

Mr. & Mrs. R. O. Newton—Junction Coffee Counter

Unique Art



Broken bottles, scraps of shattered mirrors, bits of coloured pottery and pieces of once-valuable English China are used to make beautiful and interesting Mosaics, reminiscent of the rich art of the Byzantine Empire, by Charles D. Ellis of Windermere, B. C., one of the valley's most interesting old-timers.

Using materials that most people throw on ash heaps, Mr. Ellis creates Mosaics of richly glowing colour and fascinating design.

It is twelve years since Mr. Ellis first conceived the idea of creating Mosaics reminiscent of the Etruscan Art he had studied in Rome. Experimenting first with simply-designed plaques and tiles, he has developed his artistic skill until he now has a truly amazing collection of useful and decorative articles which include hearthstones, garden urns, tiles, and particularly beautiful circular Coffee Table tops, as pictured above.

Using self-designed patterns which he does not draw first on paper, but places directly on the foundation board of the wooden mold which holds the model, he works with meticulous care. Each tiny square or triangle of "cut" glass or china is painstakingly glued to the foundation. Blending his colours with the eye of an artist, he achieves an exquisite harmony in his designs.

He cannot be persuaded to sell his works of art . . . as yet. His home studio is lined with glowing examples of his Craft, for which he has been offered much money, but he contends that he works for the simple purpose of creating beauty. His work and his personality will more than repay the few hundred yards drive from the highway into Windermere. You'll find his Studio just past Clements General Store on the way down to the lakeshore. He'll be glad to see you and you'll carry away not only your memories of an old Art reborn in new surroundings, but of a person whose character is rich in the atmosphere of the West . . . tempered by a breadth of experience gathered from the four corners of the world.



Elkhorn Guest Ranch

On Banff - Windermere
Highway — 16½ Miles
South of Radium, 88
Miles North of Cran-
brook, B. C., 280 Miles
North of Spokane, Wash.,
on Hard-surfaced High-
way.

**Overnight Guests Welcome! The Finest Hunting and Fishing
in This District.**

Elkhorn Guest Ranch, under the management of Mr. and Mrs. E. C. Phillips, formerly of the Cariboo country, has just about everything anyone could desire for a holiday—whether it be for an all-round vacation, a hunting or fishing trip, or just an over-night stop. They specialize in "Custom-built" holidays, the sort that suits "YOU" especially!

The Lodge spells everything in the way of comfort—a great big lounge with lots of comfy chairs, open stone fireplace, dining room that is bright and cheery, with meals that not only delight the eye when served but satisfy the mountain air appetite! Bedrooms have the best of beds and are spacious and airy. Cool gardens, lawns, shady trees, badminton court, tennis court, archery, croquet, riding (either trail riding or just ambling along). A ranch operated by people who are ranchers from away back and know just how to cater to folks!

For the Hunter: If you look at this small picture you'll get an idea of the size of the trophies that come out of this district. Deer, elk, moose, bear, and plenty of ducks and geese. Hunting season is from September 1 until late in December. Guides are available and you can be outfitted for any length of trip you desire.

For the Fisherman: Plenty of lakes are adjacent to Elkhorn, and some good stream fishing, too, for Rainbow trout.

For the Vacationist: What more could you desire than what is offered here? It's only a mile from Lake Windermere, if you want to swim or go boating, and apart from that, there's everything else at your back door.

**For Reservations Write,
Wire or Phone**

**ELKHORN GUEST
RANCH**

Windermere, B. C.

**Phone Invermere 36-R
Rates on Request**



The Story of
THE STOLEN CHURCH

By Elmore Philpott

"The Little Stolen Church" sits peacefully near the shores of Lake Windermere. Surely it is the only church in all the world that was stolen.

The story begins away back in 1887, when "Father Pat", or the Reverend Henry Irwin, was the sole representative of the Church of England in all the vast expanse of mountain country. He was one of the most colorful figures in C.P.R. construction days. He built the little church in question at Donald, on the main line of the C.P.R. It was officially consecrated in 1889. A rich baroness heard about it and sent out a 600-pound silver-toned bell. Some Anglican institution sent along a priceless old Bible.

Ten years later the C.P.R. made Revelstoke the main divisional point in the mountains. Donald was left a ghost town. Almost the whole town moved out. Only the little church remained.

Among the last to leave the deserted village was the Kimpton family. They were well-to-do merchants. Their fondest memories of Donald were centred around a little church. They thought it was a shame to leave the little building. So Rufus Kimpton had the little church reverently dismantled sufficiently to ship by rail to Revelstoke. There it was put aboard a barge and transported far up-river to its present location.

Meanwhile, the war was on. The Church of England in Revelstoke had applied to the Anglican higher-ups for permission to transport the tiny church to add to its own comparatively imposing edifice.

The Revelstoke claimants to the Donald church were taken by surprise. Before they could rally the forces of law and order on their side the church had gone up the river to where it still stands.

But there was just one fly in the ointment. Some sinner in Golden stole the silver-toned bell out of the little church spire. They tell me it is still in Golden. They say that the correspondence about the rights and wrongs of stolen church and stolen bell would fill a good-sized book.

They say that the servants of God waxed really wroth in the letters to Windermere—demanding in most un-church-like terms the return of the stolen church. They say that the Windermere folk replied in equally picturesque English demanding the return of the stolen bell.

Why don't you drive in to Windermere and see it?

For You K 2

A Guest Ranch of Charm, Comfort and Infinite Leisure . . .
6,000 Acres for Your Riding, Ranching and Roaming Pleasure!



Off the Banff-Windermere Highway, only 9 miles from Invermere, B. C., "K 2" has just about everything anyone could desire. Tucked away in the Invermere Valley, between the towering ramparts of the Rockies and the Selkirk, and within a mile of Lake Windermere, its setting is ideal. The Lake offers an alternate choice of swimming, boating or excellent trout fishing, and the surrounding country, hiking or trail riding through some of Western Canada's most scenic land. The district is internationally famous for its Big Game Hunting, and K 2 can supply guides and outfit your party.

Real comfort insofar as accommodation is concerned . . . cozy, airy bedrooms . . . a restful lounge with a well-stocked log fireplace. Meals not only ranch style in abundance, but served in a restful atmosphere conducive to complete holiday satisfaction.

Only a drive of half an hour from the famous Radium Hot Springs.

Rates: (American Plan)

	Daily	Weekly
Single	\$8.00	\$50.00
Double	\$7.00	\$45.00

Family and Party Rates on Request

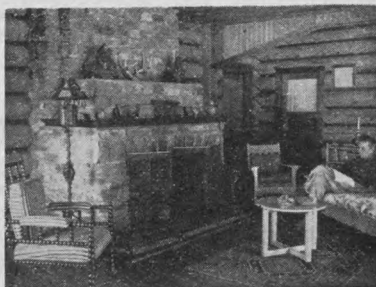
Riding	\$4.00	\$25.00
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Moderate Hourly Rates for
"Occasional Riders"

For reservations, write or wire:

George E. Curtis, K 2 Ranch
Invermere, B. C., Canada

**"Follow the Road Signs
to K 2"**



Accommodation and Shops at Invermere, B. C. (12 m. west of Radium Hot Springs, 88 m. east of Cranbrook)

Scottish Hospitality . . .

. . . the sort that carries that distinctive touch that's born of the Land o' the Heather beckons you off the low-road or the high-road, to the Hotel Invermere.

Can't vouch for either haggis or bag-pipes, but can promise excellent food served in a restful and "homey" atmosphere, and lodging that is comfortable and meticulously clean.

Mrs. M. B. Harrison, the new owner-manageress, will be glad to extend the hospitality we're talking about. Phone, wire or write ahead for reservations in the rush season, if you don't want to be disappointed, to:

Hotel Invermere

INVERMERE, B. C.

* * *

Want to go Fishing or Hunting?

We know of no better place in B. C. for Fishing and Hunting than the district adjacent to Invermere.

And speaking of Fishing and Hunting, you'll want some information as to just where to go and how to get there—and probably some Tackle, Ammunition or Camping Supplies suitable for local condition, so drop in and see the boys at the INVERMERE HARDWARE. They can arrange for guides for your HUNTING and FISHING TRIPS.

* * *

You'll Want Camping Supplies . . .

So take our advice and shop at "RUDY'S", in Invermere. It's very handy, opposite Invermere Garage, and they carry a good stock of Fresh Fruits and Vegetables, right in from the local farms, not to mention Cold Meats and Farm-fresh Eggs! And—of course—all the staple lines of groceries. We always shop here when we're in this district, and enjoy it!

Accommodation at Radium Hot Springs, B. C.

For a Holiday at Radium . . .

Miss Armstrong's Radium Hot Springs Lodge and Cottages is one of the really outstanding spots. Ideally situated, high on the hilltop overlooking the Hot Springs, with an unexcelled view of the mountain peaks in the distance.

You can have a Modern Cottage of your own, either with or without housekeeping facilities, which ensures complete privacy and quietness.

The Lodge has a long-standing reputation for courtesy and hospitality, and there isn't a spot in the Rockies where you'll be and feel more welcome! For Reservations, write or wire:

MISS ARMSTRONG'S RADIUM HOT SPRINGS LODGE AND COTTAGES

Radium Hot Springs, B. C.

"Recommended by Duncan Hines"

* * *

Craig's Radium Auto Park . . .

On Banff-Windermere Highway at Golden Junction, 1½ miles south of Radium Hot Springs. Cottages with or without private bathroom—all equipped for housekeeping—electric light, hot and cold water. These cottages are comfortable, clean, and reasonably priced. There's a Coffee Shop and Restaurant at the Camp, too.

If you like fishing, ask Mr. Craig to give you the dope on the lakes and streams in this district, as there's some really choice fishing around here.

This Camp is under new management (Mr. and Mrs. Craig) and has been improved considerably since they took it over last year. You can telephone ahead for reservations, or write to Craig's Radium Auto Park, Radium Hot Springs, B. C.

* * *

Sinclair Canyon Bungalow Camp . . .

. . . about 1½ miles west of Radium Hot Springs, right near where the Banff-Windermere Highway junctions with the road to Golden, and 95 miles east of Cranbrook, this little camp is pleasantly situated, and has cottages, in the reasonable class, which have housekeeping equipment, good beds, private toilets, electric light, etc. Radium Hot Springs Pool is five minutes' drive from here.

An excellent little Cafe is also operated here, with real home-cooked meals which you'll enjoy. Breakfast starts at 6:30, and from there on until midnight you can get good food and cheerful service.

Mr. and Mrs. Chris Madison, owner-managers, will be glad to take care of you—and reservations can be obtained by wire, letter or phone. Just contact:

Sinclair Canyon Bungalow Court
RADIUM HOT SPRINGS, B. C.

Radium Hot Springs

(On Banff-Windermere Highway, 90 miles west of Banff)

Radium Hot Springs, situated at the Kootenay Park entrance Gates, is probably one of the most outstanding places of interest in the Park. It is renowned for its mineral springs, which are among the hottest in the Park. The towering walls of Sinclair Canyon, just a mile West of the Park entrance, are one of the most spectacular sights in the Rockies. Here sheer walls of reddish rock rise almost perpendicularly above the rushing waters of Sinclair Creek. Other smaller canyons, adjacent to Radium, are particularly fine. Their rocky walls, rising high and sheer, are coloured in places a brilliant red, as if artificially stained by pigments.

At Radium Hot Springs, which take their name from the celebrated Radio-active Waters, 110 to 118 degrees F. at all seasons, the Dominion Government has a large, commodious swimming pool, with modern heated dressing rooms with every convenience, and which is supervised by courteous government attendants. Pool charges: 25c.

Blakley's Radium Hot Springs Hotel and Bungalows

You can choose the type of lodging you prefer at Blakley's. The Hotel is only a minute's walk from the Pool, and has very cozy rooms. Appetizing home-cooked meals are served in the Dining Room.

The Bungalows are a few yards down the road, and accommodate from two to five persons. Here you can cook your own meals, if you prefer.

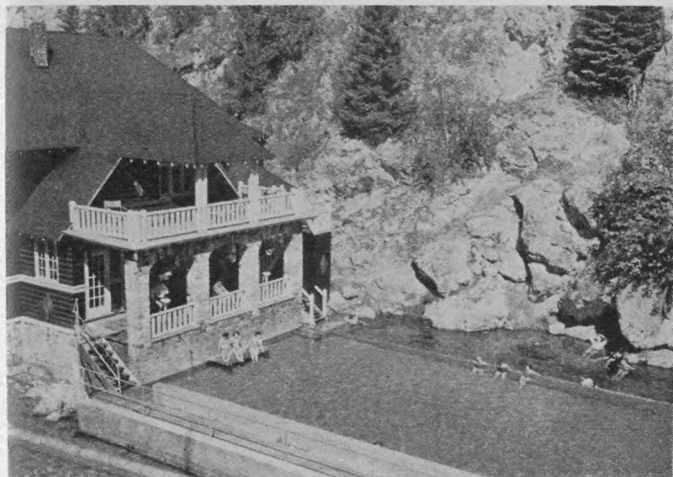
Rates are very reasonable, and are based on type of accommodation required, and number in party. There's a Store with a full line of Groceries, etc., in connection with the Camp.

The Hotel is Open All Year—and makes an ideal resort for anyone wanting a quiet holiday in the "off-season"—when special rates prevail.

We have no hesitation in saying that you'll be well satisfied at Blakley's.

Blakley's Radium Hot Springs Hotel and Bungalows

(158 miles north of Eastport, Idaho, 90 miles west of Banff, Alta.)



Swimming Pool at Radium Hot Springs, B. C.

"Recommended by Duncan Hines"...

are magic words to the discriminating tourist, for they usually mean that the place so recommended is outstanding in its service, accommodation, courtesy, etc.

Well, this is particularly applicable to Oliver's Gateway Lodge, one of the oldest established hostelries in this Park, whose proprietors, Mrs. and Mrs. Harold B. Williams, make your comfort their business.

For rest or relaxation in bracing air and beautiful surroundings, holiday here is ideal.

The rooms are well furnished and the cuisine something to be proud of. Meals are served from 7.00 a.m. until 10.00 p.m. Incidentally, it's the closest hotel to the pool, just outside the Park gate.

For reservations, wire, write or phone

Oliver's Gateway Lodge

Radium Hot Springs, B. C.

Note to Tourists . . . Important Junction

Columbia River Road

Radium Junction to Golden, B. C., 67 Miles.

(Connecting Highway from Radium to Big Bend Highway at Golden, and to Yoho National Park, Emerald Lake, Lake Louise, Jasper and Banff)

ROAD SURFACE: This road is not hard-surfaced, but is a good gravelled road, with a few miles of hard-surfacing, and we think it on a par with anything else, and very much enjoyed the scenery en route as we wound along the beautiful Columbia River. It makes an ideal Triangle Tour, if you go from Radium to Golden, thence to Yoho Park, Emerald Lake, Lake Louise, and on to Banff, returning via the Banff-Windermere Highway back to Radium. Or, you can use this highway to reach Jasper via the Lake Louise road. Scenically, it is really outstanding, and we know you will enjoy it.

SPECIAL NOTE: There is a very good Auto Court at Spillimacheen, about which you will read further on this page, and if Radium and district is filled up, why don't you take this road to Lake Louise or Banff, and stay overnight at this Camp? We recommend it.

Accommodation on Columbia River Road

At Spillimacheen (meaning "the falling water"), which is 26 miles from Radium Junction and 41 miles from Golden, is the Spillimacheen Auto Park. The cabins are ideally situated, facing the Columbia River and Selkirk Range, with the Rockies in the background. They are fully equipped for housekeeping, and have air-filled spring mattresses. There are both shower and steam baths.

This Camp is popular with Alpine climbers, hunters and fishermen, as well as tourists, as it is the starting-off point for climbers making ascents in the Eastern Valleys of the Purcell Range, and is also an excellent Big Game and Fishing country.

If you are travelling through this way in September and October, we especially want to bring to your attention the resplendent colourings which obtain here at that time. We have never seen anything more beautiful.

We are sure you will enjoy the Camp. There is a store here, which has all the supplies you could possibly need. Rates are quite reasonable, and reservations can be made by telephoning from any point along the road, or by mail or wire to:

Spillimacheen Auto Park

SPILLIMACHEEN, B. C.

Yoho National Park

Yoho National Park is foremost among the scenic mountain regions of British Columbia. Its majestic snow-capped peaks rise to tremendous heights, and its lakes, sparkling like jewels in emerald settings, are unbelievably beautiful in colour.

The Yoho Valley is truly one of the wonder spots of the Rockies. "Yoho" is an Indian exclamation of wonder and delight, and "wonderful" is the expression of the traveller who sees it for the first time. Into this narrow valley, fourteen miles long and more than a mile deep, pour dozens of waterfalls, which drop from the serrated skyline to break in clouds of spray on the floor of the valley below. Takakkaw, the most noted of all these glittering cascades, has its source in the great Daly Icefield, 1,500 feet above the valley.

Emerald Lake owes much of its beauty to the apparently peculiar colour of its waters and the charm of its thickly wooded shores. The water is of a prevailing emerald hue and it has been said that one may count in its depths twenty shades of green at one time, but never one of blue.

Wapta Lake, a beautiful sheet of water just west of the Great Divide, so called because here a stream from the south divides, one-half flowing east by way of Bow River to Hudson Bay and the Atlantic, and the other by way of the Kicking Horse River and Columbia River to the Pacific.

Mount Stephens' Bungalow Camp

... just 3½ miles east of Field at the junction of Yoho Valley Road on the banks of the Kicking Horse River. The cabins are log finished, with electric light, some with showers and toilets, others near centrally located accommodations. Every cabin equipped for housekeeping, and a fine store serves you with all you need at practically no change from city prices. A good cafe if you feel like it—and reasonable rates all 'round.

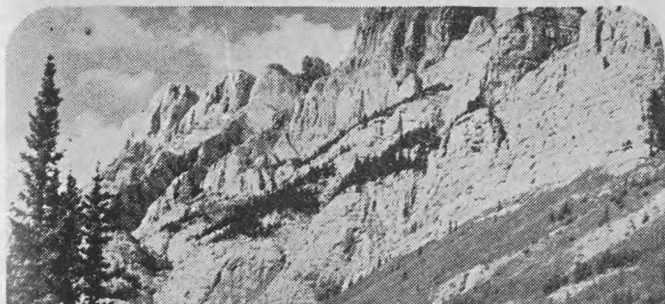
Yoo-Hoo for Yoho!

WAPTA FALLS BUNGALOW CAMP is 17 miles east of Golden on the Banff-Golden section of the Trans-Canada Highway, a half mile west of Yoho Park Entrance Gates. Clean Cottages—a Lodge with a very homey Lounge, and delicious home-cooked meals, help to make it a good place for your holiday or stop-over.

AND HUNTERS . . . here's a real spot for your headquarters. Season commences September, and you'll get the best of Elk, Moose, Deer and Bear in this district. Guides available. Reservations can be made by telephoning Park Gates, West Yoho Entrance.

Alberta ... Vacation horizon!



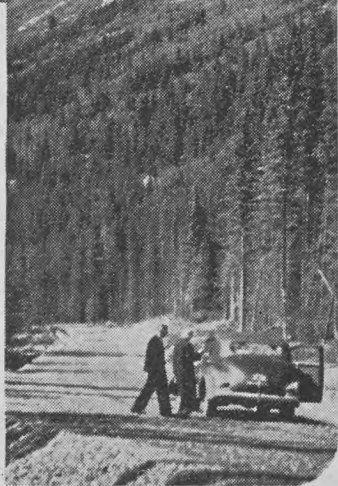


"Over the hills and far away . . .": that's the beginning of an old poem. In Alberta, it's a dream-come-true vacation!

"Over the hills" . . . the foothills of the Rocky Mountains, where fat cattle feed contentedly . . . sparkling waters 'round every bend; over it all, the crisp freshness of invigorating Alberta sunshine.

"And far away" . . . in the distance, purple heights of North America's greatest mountain ranges. Travel farther . . . to the matchless beauty of Banff or Jasper, to the cool rustling of mountain pines, the thrill of abundant game.

The poem is yesterday's. Alberta is today's, yours to enjoy. There are now complete paved highways from the U. S. border to Calgary, to Banff, to Edmonton . . . and continuing millions are being spent on Alberta's highways to ensure better-than-ever travel conditions—for you.



Alberta

TRAVEL

LEGISLATIVE BUILDINGS



Government

BUREAU

EDMONTON, ALBERTA

Calgary ... In the Foothills of Sunny Alberta!

"Eastern Gateway to Canada's Rockies"

From a Mounted Police Fort in 1875, Calgary, at the junction of the Bow and Elbow Rivers, has grown into a thriving city of 95,000 people. Calgary, at 3,439 feet above sea level, is known as the Sunshine City, having more than 2,000 hours of sunshine annually. Visitors to Banff, Lake Louise, Jasper or Waterton will find it a desirable place to visit on their trip.


ST. GEORGE'S ISLAND: The youngsters will be thrilled with a visit to the Zoo here, where animals and birds from the four corners of the earth are housed, and the famous DINOSAUR DISPLAY will intrigue grown-ups and youngsters alike. Here, twenty life-size models of ancient life which roamed the earth sixty million years ago may be seen, including the "Thunder Lizard", a monster 75 feet in length and weighing some 40 tons. Other models include duck-bill dinosaurs and heavily armoured types, revealing a fascinating chapter of animal life in pre-historic days.

BOWNESS PARK: About eight miles west of the city, offers boating, swimming (and wading pool), dancing, etc., and a merry-go-round and amusement playground that will keep the kiddies occupied.

GOLF: Several excellent Golf Courses are available to visitors and information as to location, etc., can be secured from your Hotel or Motor Court.

TURNER VALLEY AND LEDUC OIL AND GAS FIELDS: If time permits, make a trip to either of these and see the great developments going on in these areas. The fields cover a large area and new wells are being drilled in various sections. Production in 1947 was 6,500,000 barrels.

The Best in the West



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CALGARY EXHIBITION AND STAMPEDE

JULY 5th to 10th, 1948

HAIR-TRIGGER ACTION . . . with more THRILLS . . . more exciting ENTERTAINMENT than can be witnessed at any show in the world is packed into every minute of Calgary's famous Stampede. See the finest riders of the range pit their skill and daring against the pitching, snaking bronks and steers from the rangeland . . . SEE the steer decorating, wild cow milking and calf roping contests every afternoon in front of the Grandstand . . . Return in the evening for the dashing, careening Chuck Wagon Races and magnificent Grandstand Vaudeville Show!

★ **CHUCK WAGON RACES**

Every Evening - Grandstand

★ **FIREWORKS**

Monday and Saturday

★ **GALA GRANDSTAND SHOW**

A Magnificent Feature

★ **RUNNING RACES**

7 Races Daily, Starting 2 p.m.

"The Finest and Biggest Stampede in the World"

"Accommodation at Banff and Lake Louise Arranged"
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Brakes

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Don't Forget to Visit . . .

The Art Shop when you are in Calgary. You'll be well repaid. Mr. Booth has an outstanding selection of the Landscapes and Mountain Scenes by Roland Gissing, and Gerda Christofferson's portrayals of Indian youngsters will thrill you!

The Art Shop is located at 237 Seventh Avenue West, near the Hudson's Bay Company.

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Your visit to Canada is incomplete
without a visit to a Birks Store.
You will find so many lovely quality
gifts to take home.

Antique and Modern Silver
Diamond Jewellery
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BIRKS

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Food and Shops in Calgary, Alta.

"Recommended by Duncan Hines" . .

Which is sufficient recommendation for anyone! The Tea Kettle Inn has been listed in "Adventures in Good Eating" for many years—and deservedly so.

The food is all cooked by women cooks—and well prepared in an immaculate kitchen. Everything is "good", and we especially like their breakfasts. Ranch-fresh eggs always—and delicious hot cakes.

We know you'll enjoy this Inn. Either spacious Counter or quiet Dining Room service.

Tea Kettle Inn

Seventh Avenue West

Opposite "The Bay"

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SPORTSMEN!

GOLF . . . FISHING . . . HUNTING

Whatever your Sport—you'll want the best in Equipment. Calgary's newest and smartest Sporting Goods Store is the place to find it!

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Phones: R-1717 and M-9988

Sightseeing Tours of Calgary and Vicinity

Regular Daily Service to Turner Valley Oil Fields—
Returning Same Day

Food and Accommodation in Calgary

Mount View Auto Court . . .

Another nice Court about five minutes' drive from the centre of the City, out on the Banff Highway, at 1508—16th Avenue N.W., in Calgary.

There's Cottages of the de luxe type, furnished in natural maple, with a bedroom, large living room which has a wall-type bed, comfortable lounge, easy chairs, etc., and kitchen with everything you need . . . from ironing board to gas cooking stove . . . and lots of cupboard space. Private bathroom with shower. These will accommodate up to six people.

Also smaller cottages, not quite so de luxe, but comfortable enough, and fully equipped for housekeeping.

Hot water is thermostat controlled, giving you plenty at all times.

For Reservations: Phone, wire or write:

Mount View Auto Court

Mr. and Mrs. P. H. Bennett

1508—16th Ave. N.W., Calgary

Telephone L. 1120

* * *

What Is Your Wish?

If it's really good food, properly prepared and served in clean attractive surroundings, then just try us once. You'll always come back to the sign of the

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"Horseshoe Inn"

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"Steaks from Contented Cattle"

Counter and Table Service

Dine and Dance in the Cedar Room

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615—17th Ave. West, Calgary, Alta. Telephones: M-2419, M-7488

Templeton's Ltd. Santone Cleaners

When you folks from South of the Border visit us in Canada, we, as Western Canadians, deem it an honored privilege to be of Service. So if in travelling your sport shirts, slacks, or sport suits become soiled, let us give you sudden, efficient, 12 to 24 hour Service, so that you may continue your holiday in a happy frame of mind. Thank you.

Tourists Try Templeton's FOR Santone Dry Cleaning

Recommended Shops in Calgary

The English Shop

CALGARY, CANADA

Direct Importers

Ladies' and Gentlemen's Wear

- Burberry Coats
- Braemar Sweaters
- Jaeger Woollens
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Founded 1895

Proud Possessions

If your heart responds to the sight of Exquisite Old China . . . Rare Antiques . . . Delicate Glass Ware, you won't want to overlook J. Vair Anderson's shop, where rare old pieces of French Sevres and Dresden . . . Old Coalport and Cauldon Dessert Plates . . . Antique Venetian and Bohemian Glass, and many other collectors' treasures delight the eye.

You'll enjoy a visit to this treasure house and be proud to become the possessor of some of these lovely pieces.

Right in the centre of the City, at 224—8th Avenue West, in Calgary.

THE FINEST STOCK OF

Rare Antiques

IN THE CANADIAN ROCKIES AREA

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Superior Photofinishing

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CALGARY, ALBERTA

We specialize in Fine-Grain Development of Miniature
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Lovely Coloured Mountain Views at Reasonable Prices

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The Heritage of the British Race . . .

From Lordly Manor to Humble Cottage, all treasure their lovely crockery.

All the well-known names such as Wedgwood, Doulton, Aynsley, Paragon, etc., are represented, together with exquisite Doulton Figurines!

A special section is devoted to Crystal, Novelty China and Pottery. If you are looking for anything from a complete Dinner Set to a little gift—we're sure you'll find it at:

Prudden's Limited

117—8th Avenue West

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"Calgary's Only Exclusive China Store"

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Western Canada's Largest and Most Complete
Automotive Service

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Guaranteed Work

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Tell Bert Dyson Your Requirements!



During Stampede Week, the Indians gather in front of the Royal Hotel daily for judging for prizes for Best Dressed Indian.

A "Royal" Welcome Awaits You!
at the

HOTEL ROYAL

(8th Avenue and 2nd Street West)

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SPACIOUS, BRIGHT AND HOMEY ROOMS

(With or Without Private Bath)

The atmosphere of friendliness and comfort means much to visitors. "Royal" Guests find it here and appreciate our efforts to make Hotel-Living a pleasure worth while.

Accommodation on Banff-Calgary Highway

It isn't always possible to get accommodation in either Calgary or Banff in the rush season, especially if you want Cottages or Cabins, unless you have made reservations in advance, so we have a couple of suggestions to offer which we hope will help you.

There are some good Courts en route between Calgary and Banff, and if you haven't been able to get anything in either of these places, why not stop en route, continuing your journey the next day?

Cochrane, 20 miles west of Calgary, has a good Cabin Court, which we list below, and Canmore has several small Cabin Camps, and the Canmore Hotel.

We, The Traveller's Digest, operate a Tourist Bureau in Banff . . . our telephone number is Banff 453 . . . and if you want to make sure of accommodation, we suggest you telephone ahead. If we can't take care of you that day, we will no doubt be able to do so on the following, and meantime you'll be quite comfortable if you stop at one of our recommended Courts en route.

Either of the camps will be glad to contact our Banff office for you and check on the accommodation situation if you are in any doubt.

* * *

Straw's Modern Cabins

Twenty miles west of Calgary, on the highway to Banff, has four large cottages, each with two bedrooms, a fully equipped housekeeping kitchen, private bathroom with shower, which accommodate four people, and two single cabins, with similar set-up, but only one bedroom, for two people. Rates are from \$3.00 to \$5.00 daily, and you will find everything clean and comfortable.

A Texaco Service Station under the same management can service your car while you rest—and several cafes in town will look after your "inner-man" needs.

For Reservations: Phone Cochrane 31.

* * *

Straw's Modern Cabins . . . at Canmore

Seventy miles west of Calgary, and only 14 miles from Banff, Mr. and Mrs. John Straw have a first-class little camp, with cozy, fully modern cottages. Furnishings throughout are good—and there's a large kitchen with a top-rate stove and everything you need to set up housekeeping excepting the food. Private Bathroom with either tub or shower and plenty of hot water.

There are also a few rooms in the main house for rent at very reasonable rates.

It's only 14 miles from Banff—half an hour's drive over a hard-surfaced highway, with a good Cafe quite handy. At the rates charged here for this type of accommodation, you could do far worse than stay here and drive back and forth to Banff.

An Imperial Oil Service Station can take care of your car needs. For Reservations: Write P.O. Box 154, Canmore, Alta., or Phone Canmore 37.

Straw's Modern Cabins

CANMORE, ALTA.

"Canmore Agency for Traveller's Digest Tourist Bureau, Banff"

BANFF SPRINGS HOTEL

and CHATEAU LAKE LOUISE



BANFF SPRINGS HOTEL

Open June 12 to September 11, 1948

On top of the world in the Canadian Rockies, you'll find healthful sport and welcome relaxation at Canadian Pacific's mountain hotels and lodges . . . famed the world over for courteous service, tasty cuisine and comfortable accommodation.



CHATEAU LAKE LOUISE

(Open June 10 to Sept. 11, 1948)

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MOUNTAIN LODGES

(Open Summer Months
Only)

Emerald Lake Chalet,
Field, B. C.; *Moraine
Lake Lodge (via Lake
Louise); *Yoho Val-
ley Lodge, Field, B. C.;
*Lake O'Hara Lodge,
Hector, B. C.; *Lake
Wapta Lodge, Hector,
B. C.

*operated by Lessee.

Canadian Pacific

BANFF

Actual and Factual . . .

First, a couple of statistics. Situated in the Bow Valley, at an altitude of 4,534 feet, Banff is the headquarters of Banff National Park, which has an area of 2,585 square miles, and was established in 1885,

Known in the days of old as a typical Alpine Village, it has changed a bit with the years . . . assuming a few aspects overlooked by the oldtimers . . . and thanks to the wonderful publicity given to both Banff and Lake Louise by the Canadian Pacific Railway, who operate million-dollar luxury resort hotels at both places, as well as bungalow camps at Emerald Lake, Lake Wapta, Moraine Lake and Yoho . . . it is probably known to more Americans than any other place in the Canadian Rockies. Whether or not the fame is deserved is a matter of opinion. The Canadian Rockies cover a lot of territory, of which Banff is a small portion.

It is an all-year-round resort, offering the usual mountain-playground holiday attractions during the summer months, and an abundance of fun during the winter season for winter sports enthusiasts, including skating, curling, swimming in hot springs pools AND skiing. This area boasts the finest skiing terrain in Canada, and draws thousands of hickory-blade fans annually. The Banff Winter Carnival, usually held in February each year, is also a winter attraction.

Accommodation: There's every type—from the famous Banff Springs Hotel to tourist rooms in private homes. Several delightful bungalow camps, situated at view-vantage points, provide the finest in this type of lodging . . . living rooms with open log fireplaces, chesterfields, radio . . . housekeeping kitchens . . . private bathroom with shower . . . cozy bedrooms . . . maid service, at prices from around \$7.00 for two people, \$8.00 and \$10.00 for four, and up to \$14.00 for five or six. These camps operate from May 1st until October 15th.

There are three first-class hotels downtown, open all year, with rates (European plan) of from \$3.50 double without bath, to \$8.50 double with bath. Winter rates are usually lower. A couple of lodges have suites with housekeeping facilities and are open year 'round. Lots of home-owners have cabins on their property . . . of all types . . . varying in rental from \$2.50 daily up to \$8.00 or so, depending upon conveniences, etc. Tourist rooms in private homes abound, and these bring from \$2.50 to \$4.00 daily, double. Few, if any, have private bath.

Food: A variety of cafes cater to every pocketbook. Prices are quite reasonable, with breakfasts of the ham n' egg sort for from 65c . . . full-course lunches and dinners from 65c to \$1.00 for usual menu items, with steak or special dinners in the \$1.25 to \$2.50 class. For those doing their own housekeeping, a choice of shops offer everything needed. Prices may be a bit higher than at home . . . but you're on a holiday and probably expect it.

Shops: Souvenir shops abound . . . you can pay your money and take your choice. We've suggested a few where handicrafts, china, etc., are obtainable, and if you want British Woollens, you can do worse than to get them in Banff. Prices are well in line, and lower than for similar quality in the States.

Hope we've given some helpful facts, and if you need more you can always write to us . . . **The Traveller's Digest**, at Banff, Canada.



Phone, Write or Wire for
Reservations and Information about . . .

*"Your Private Chalet in
the Canadian Rockies"*

Bungalow Camps at
Banff and Jasper
Canada

Come to . . .

Sunshine Ski Lodge

Near Banff in the

Canadian Rockies

**For High-Altitude Ski-ing on Powder Snow—
Altitude 7200 Feet**

Season December 1st to May 1st

Daily Motor Service from Mount Royal Hotel

Ski Tow - Central Heating - Electric Light - Good Food

Accommodation for 100 Guests - Ski School

For Full Information and Reservations write

BREWSTER TRANSPORT CO. LTD.

Mount Royal Hotel

BANFF'S Leading Year-Round Hotel

Offers excellent accommodation on American or European Plan

New Wing containing large and luxuriously furnished rooms
—all with private bath

Guests compliment us upon the outstanding
quality of food served in our dining room

SPECIAL MONTHLY RATES—October 1st to May 1st

Jas. Kelly, Manager

Write for folder and rates

**BREWSTER TRANSPORT CO. LTD., Proprietors
BANFF, ALBERTA, CANADA**

Rambling 'Round Banff

GARDENS

Walk up Banff Avenue, across the Bow River Bridge to the Administration Building (Post Office is in this building, too), and see the beautiful rock gardens, built in a series of rock plateaus connected by small cascades which tumble from pool to pool, in the grounds adjoining the building. A great profusion of native alpine flowers, plants and shrubs, enhanced by rustic bridges and pavilions, invite you to stroll through this enchanting area.

WATERFALLS

Cross the Bow River Bridge, turn left, and follow the trail along the river's edge to Bow Falls (about a mile). Fine view of Banff Springs Hotel here. Return by way of Fish Hatchery and Spray Avenue.

CANOEING

Like Canoeing? If you do, you've a treat in store if you get a canoe at the Bow River Boat House (across bridge then turn right and follow marked road), and paddle up the Bow until you come to where there is a sign "Echo River". Wind in and out of this lovely little stream—trees overhanging—a blue sky above you, and a stillness that is only broken by the swish of your paddle. Quite often you see the beavers working—but only if you sneak up on them quietly.

SWIMMING AND HOT SPRINGS

The Cave and Basin, outdoor swimming pools, where you can swim in the waters of Natural Sulphur Springs, are about a mile from the town, by way of the Bow River Bridge, then a right turn and follow the main highway, and is a pleasant hike, or drive. There's a large pool, temperature 78 deg. and a smaller one which has a temperature of 91 deg.

The Upper Hot Springs, which is $2\frac{1}{2}$ miles from Banff, is reached by a good highway. Cross bridge, turn left, then make right hand turn onto Upper Hot Springs road. The Hot Sulphur Pool here has a temperature of 112 degrees F. There is also a bath house containing steam room, tubs, plunges, hot and cold sprays and resting rooms.

A "TWILIGHT SPECIAL" DRIVE

Comes the cool of the evening . . . around half past seven . . . you'll see countless buses going down Banff Avenue heading eastward. Follow them and you'll come to the turn-off to the left marked "Lake Minnewanka", proceed along until you see a sign "Public Nuisance Ground", and if you turn right here, you'll get to the bear feeding grounds, and there see black ones, brown bears . . . little and big ones . . . happily cavorting amid the refuse from the village. After you've "done" the bears, retrace your steps and go out on the West Road, heading toward Lake Louise, and three miles out are the Beaver Ponds. There's usually quite a good show here each evening, as the beavers are most interesting to watch and very amusing. Finish the evening by taking the turn-off marked "Mt. Norquay" to your left on the way back to town, and drive up the mountain road a few miles, for the finest views of the Bow Valley, with Banff nestling at the foot of the mountains, lights a-twinkle, that you'll ever dream of. Hope you enjoy it—we do!

Banff, Alberta

The Titian Ware Shop

is another little shop in Banff, on Banff Avenue, that we are glad to recommend to you. Adams Titian Ware is one of the oldest lines of English Pottery and can be purchased in everything from souvenir items to complete Dinner Sets. This style of Free-hand Painted Ware was made by the Adams firm about 1760, first in different shades of blue and later in colors. The addition of the Titian Glaze blended with the colors gives a very beautiful effect.

They also carry a lovely selection of Trays and Pictures painted in wood, a truly typical souvenir of Western Canada.

Poole Potteries (English) are also a specialty, together with a general selection of the better type of English China.

And if you are interested in Gloves, here you will find a stock of the finest imports for both ladies and gentlemen.

All in all, you might find it interesting to drop in at

The Titian Ware Shop

A Gem of a Shop . . .

. . . where you can buy every kind of Native Canadian Minerals, either in cut or rough stones, as well as Minerals imported from other countries.

Lloyd Mewburn, who operates The Gem Shop, on Banff Avenue, adjacent to the Government Information Bureau, and next door to the Mounted Police Barracks, cuts and polishes all his own stones, and does the settings in either silver or gold. There are some superb pieces to appeal to both the Tourist and the Connoisseur.

He also carries a nice selection of Hand-tooled Leathercrafts, such as Handbags, Purses, Billfolds and Watch Straps.

You'll enjoy dropping in and browsing around this little shop—so look for it as you walk or drive up Banff Avenue as you approach the Bow River Bridge. You can't miss it!

The Gem Shop

Appealing Gifts . . .

such as Hand-woven Bedspreads, made in Quebec by French-Canadian peasants—that are simply a dream—suit lengths, too, of the finest wools, are here—plus many other appealing gift items hand-made by Canadians!

And if you are interested in pictures of the Canadian Rockies that are unusually fine, F. W. (Bill) Round's work is on sale here, either in black and white or color, at prices in the reasonable classification.

There's a very good Lending Library here, too, with all the latest books, and visitors may make borrowing arrangements.

Drop in at the BOOK AND GIFT SHOP on Banff Avenue, almost opposite Banff Motors, when you're in town. Mrs. Round will be glad to help you in your selection of handicrafts or pictures.

The Book and Gift Shop

Opposite Royal Canadian Mounted

Garbent's Furs

Police Barracks, Banff, Alta.



Calgary, Alta

706 Centre St.
Canada's Finest Furs



*Where Thousands
Shop for Quality
Merchandise At
Popular Prices!*

The "Bay" maintains an efficient up-to-date
Mail Order Department for the convenience of
out-of-town customers.

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Banff, Alberta

Calgary, Alberta

Make Leisure a Pleasure

... by Travelling Canada's Rockies with Us!

It's a long trail from the days of 1906 when our tourists were glad to climb aboard the old Tally-Ho and do their sightseeing in that leisurely manner, with two or four horse-power transportation, to the present up-to-the-minute days of 1948, when nothing but the latest and best of motoring equipment is acceptable.

That's why we've made our fleet of Cars and Buses the finest in the Parks. De Luxe 1948 Cadillac buses and sleek Buick limousines—all with plexi-glass tops to enhance your sightseeing pleasure—transport you anywhere in the Canadian Rockies.

Courteous, well-informed drivers take care of your travelling comfort—stop at all points of interest—give you time to take your pictures—and answer your hundred-and-one questions!

Special Banff Tours: The General Drive, which operates on regular schedule several times daily from Banff, takes in all the highlights, including Tunnel Mountain drive, Bow Falls, the Banff Springs Hotel, Upper Hot Springs and Cave and Basin Swimming Pools, the Fish Hatcheries and Animal Paddocks.

Our "Twilight Special" Tour every evening is a "must" for every visitor. You'll be taken to the Bear feeding grounds—then visit the Beaver Dams—see plenty of Game of all kinds—and finally wind up Mount Norquay road which gives you some magnificent views of the Bow Valley, with Banff nestling at the foot of the mountains, lights a-twinkle.

ALL-EXPENSE TOURS: We offer Tours covering the entire Canadian Rockies motoring itinerary—or shorter trips—which include Hotel Accommodation, Meals, Transportation to and from Hotels or trains, and Sightseeing, at an ALL-INCLUSIVE price, and shall be glad to send you our Descriptive Folder on request. This is a splendid way to take a worry-free holiday with congenial companions!

INFORMATION on all trips can be obtained in Banff at our Main Office on Banff Avenue, or from our Representative at the Homestead Hotel and the Y.W.C.A. Chalet. At Lake Louise, our Office and Depot is open during the summer months, and Tours leave from there on regular schedules for Moraine Lake, Yoho National Park, Emerald Lake, Columbia Icefields, etc.

"Travel Canada's Rockies With Us"

Rocky Mountain Tours and Transport Company Ltd.

Head Office:

**Banff, Alberta, Canada
(Open All Year)**

Lake Louise Office:

**Lake Louise, Alberta, Canada
(Open Summer Months Only)**

Banff Recommendations

Welcome to Banff . . .

. . . and we hope you'll enjoy every minute of your vacation and take back some happy memories.

We know you'll take some time out from sightseeing to browse around the Shops in Banff—and we'll be mighty glad to welcome you to ours—The British Woollen Shop and J. D. Anderson's Stores—both of which are on the Main Street.

Thirty-eight years in business here has given us a fair knowledge of the type of merchandise the discriminating tourist is looking for—and we know you'll appreciate our selection of fine British Woollens, including Sportswear for every occasion, smart accessories, and a distinctive line of British Clothing for both men and women. Our prices are reasonable—considerably lower than American prices for similar quality merchandise.

We've been of service to thousands of tourists in the past, and hope we'll have the pleasure of adding your name to our list, so look for our Shops and call in, won't you?

The British Woollen Shop

and

J. D. Anderson's Stores

* * *

Quaker Coffee Shop . . .

We've sent hundreds of tourists to the Quaker Coffee Shop, and haven't had a complaint yet, so figure it must be alright! We especially recommend it as a good "family" eating place. The food is all cooked by women cooks and served in a homey style, and is good, and the prices here are very reasonable.

They have a good Soda Fountain and plenty of variety in Ice Cream dishes.

The Quaker has been remodelled this last winter and is one of our nicest eating places. Counter, Booth and Dining Room service. Situated on Banff Avenue opposite Banff Auditorium.

* * *

'Twas Some 30 Years Ago . . .

. . . when Mr. Hollingshead opened the National Park Bakery in Banff, and started to cater to both the townsfolk and the visitors, in the way of good cakes, pies, bread, etc., and he's been going strong ever since—albeit this year he's taken son Bill and daughter Mildred into the business as he's not as young as he used to be. It's not a fancy shop—but you'll be treated courteously there and get good value for your money. For the convenience of those of you who get into town after the grocery stores are closed, they keep a small stock of essential lines of groceries on hand, at reasonable prices, and they are open until about ten o'clock in the evening. We've always enjoyed shopping here, and hope you will, too.

National Park Bakery

The Upper Hot Springs Hotel



Ideally situated with a marvellous view of the Bow Valley, on the Upper Hot Springs Road, $2\frac{1}{4}$ miles from town, this is an ideal spot for those who want a quiet, restful holiday, and especially for sufferers of Arthritis, Rheumatism and similar ailments, as there is a Hot Mineral Pool right in the Hotel (free to guests) which you may use at any time. Temperature of these Curative Mineral Springs is 112 degrees F., same as Government Pool, and you don't have to go outdoors to get to it, eliminating danger of catching colds. Also, there's a Complete Physical Therapy Department.

You'll be well looked after here. Bus Service at regular hours to town at 25c.

Remember—For Curative Mineral Springs—It's

UPPER HOT SPRINGS HOTEL

(Open All Year)

BANFF, ALBERTA

Private Pool in Hotel (Free)

Complete Physical Therapy Department

PLENTY OF GOOD NOURISHING FOOD

Reasonable Rates Given on Application

For Reservations and further information, write:

Mrs. EDITH ASHTON

Upper Hot Springs Hotel

Banff, Alta.

In Banff, It's



Overlooking Fairholme Range "The Million-Dollar View"

Situated one mile from the village centre, on Tunnel Mountain, where you get that much-talked-of "million-dollar view", this new Bungalow Camp offers everything you could wish for in fine accommodation.

Bungalows under the pines, where restful sleep is assured. Each Bungalow has large Living Room—with a big stone fireplace, equipped with Heatolator, a chesterfield, easy chairs. Alcove bedrooms—sleepy-time beds, snuggle-down blankets. A smart little kitchen with electric range, dishes and all you need to do your own cooking. A bathroom with shower, toilet and basin completes the set-up.

Bungalows vary in size, to accommodate from two to eight people, and rates from \$7.50 per day for two, \$8.00 to \$10.00 for four, and \$11.00 to \$12.00 for six or more.

You couldn't find a more comfortable Bungalow Camp anywhere in the Canadian Rockies, and The Traveller's Digest is p'leased to have it on their list of "preferred accommodations".

For reservations: Write, wire or telephone

Staples-Kelly Bungalows

Banff, Alberta

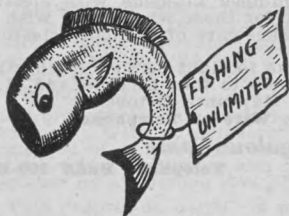
Phone 117-R-2

Fishing in the National Parks

There's some excellent Trout fishing in the various lakes and streams in all the National Parks, and our suggestion is that you contact Nudd's Sport Shop in Banff for up-to-the-minute dope on conditions in the Banff-Lake Louise district, as, being fishermen themselves and in the business of catering to sportsmen, they keep on their toes and get the latest data. In Jasper, call on Jack Raeside, who runs a Sport Shop there and has boats for rent on lakes adjacent to Jasper, and the Rainbow Tours who take care of a lot of enthusiastic fishermen in the Maligne and Beaver Lakes district, out of Jasper.

Be sure to get your Fishing Licence. The Park Entry Fee, which motoring tourists pay when entering the National Parks, no longer entitles you to fish in the National Parks without a licence, so do not overlook this important item. Licence Fees are as follows: \$2.25 for the season, or \$1.00 for seven consecutive days. (This licence good in any Park where licence is required.)

Get a copy of "Angler's Guide to Banff National Park" (free) from your Sport Shop, or the Parks Department, which gives all regulations on fishing.



NUDD'S

Sport-Shop

on Banff Ave.

Banff

For a full creel in the Banff area, we strongly suggest that you drop in at Nudd's Sport-Shop on Banff Avenue, and have a profitable chat with the boys. They can give you all the information on local fishing conditions, and, if you wish, provide guides to take you to the lesser known spots where you'll get outstanding sport. Plus that, they have a stock of fishing tackle that will make your heart sing, everything from flies to super-automatic reels, and all at prices that won't shatter your pocket book.

Incidentally, if fishing comes second to golf or tennis, a visit to Nudd's is still well worth while, and if you're heading for the great outdoors for a session of roughing it, check their stock of camping supplies, they have plenty to make your trip more pleasant.

GOIN'

FISHING? - - - RIDING? - - - HUNTING? - - - CAMPING?

Take along a few cans of

BULMAN'S DEHYDRATED VEGETABLES

Light to pack - - - Easy to store

Ask the nearest grocer for these tasty vegetables.



PINWOODS BUNGALOWS

Ideally situated among towering pines, and with a commanding view of mountain peaks, **Pinewoods Bungalow Camp** is just off the Main Highway as you enter Banff from the east, back from the road to escape traffic noise.

Completely furnished for perfect comfort, each Bungalow has open fireplace, radio, chesterfield and easy chairs, well-appointed bedrooms, with fine blankets and linens, and private bathroom with shower. Most have fully equipped kitchens with electric range, but there are a few without for those who do not wish to housekeep. Efficient maid service takes care of the daily cleaning and bedmaking.

Bungalows accommodate from two to eight persons, with rates at from \$8.00 to \$10.00 per day for up to four persons, and \$1.50 each extra person. Season is from May until October.

For Reservations—Write, Wire or Telephone:

Pinewoods Bungalow Camp

Box 438, Banff, Alberta, Canada

Telephone Banff 360-R.6

* * *

Canadian Handicrafts . . .

Next door, south of the Cascade Hall, is a little shop called "**BANFF HOME INDUSTRIES**", where original drawings, paintings, carvings in native stone, deer horn and woodwork, and beautiful handicraft of all descriptions are on sale.

Everything on sale is made by people in Western Canada, and in supporting "Home Industries" you express your interest in Canada, and help her to develop native talent and to become self supporting. Remember the name and location!

Banff Home Industries

* * *

Cosy Cabin Accommodation . . .

. . . within one block of the centre of town, at the corner of Wolf and Beaver Streets in Banff, the Cabins operated by Mrs. L. Stafford are amongst the best, and offer exceptionally good, immaculately clean accommodation at reasonable prices. Comfortable beds, good blankets and linens, well-equipped kitchen and private bathroom with shower, and always plenty of hot water, these Cabins accommodate from three to five people.

The "Traveller's Digest" has no hesitancy in recommending these and suggests you write early for reservations in order to avoid disappointment. For rates and all details write:

Mrs. L. Stafford

P.O. Box 359

Banff, Alberta, Canada

Hikers Know the Answers!

Know the difference between walking and hiking? Do you know what makes a six-mile hike over an alpine meadow an exhilarating jaunt, when you're ready to drop after walking ten blocks on city pavements? These are no sixty-four dollar questions for the Sky Line Trail Hikers of the Canadian Rockies, who, this year (1948), will hold their annual five-day camp near the summit of Citadel Pass, from July 31st to August 4th.

This hike-happy band of mountaineers, who prefer their own legs to the horse-power of their sister organization, The Trail Riders of the Canadian Rockies, will assemble at Sunshine Lodge on the early a.m. of July 31st, after a 14-mile bus ride from Banff. From that point, 7,300 feet above sea level, their hobnailed boots will carry them to their skyward teepee town atop Citadel.

On each subsequent morning the hikers, divided into groups of 15 or 20 according to their hiking abilities and trail preferences, will strike out on different routes, lunch by the wayside, picnic-style, and return to Camp at nightfall for a luscious spread prepared by the Camp Chef.

This summer, hikers have their sights set on such hike-worthy areas as Howard Douglas Creek, Fatigue Pass, Quartz Hill, and trails in their immediate surroundings. Alpine lakes will invite anglers to match wits with a variety of trout, while a few of the hardier souls will no doubt immerse themselves in their none-too-balmy waters.

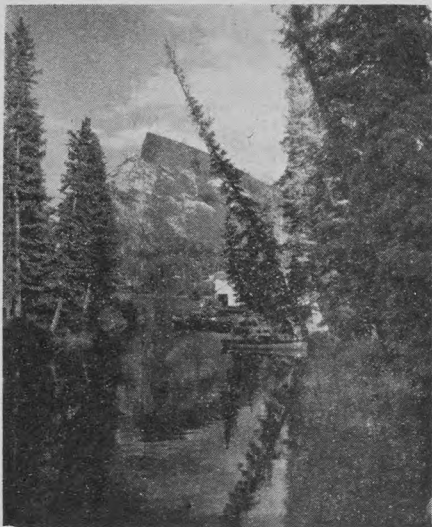
No organized group could be richer in good fellowship than the Skyliners! With a membership in excess of 400, the group is composed of bankers, musicians, school teachers, stenographers, artists, clerks, authors and a multitude of others—all bound together by a common love of nature and the trails.

This "esprit de corps" is particularly manifest when, after a day on the trails, the hikers gather around a blazing camp fire and raise their voices—in harmony and otherwise—to the Rocky Mountain moon. Musical accompaniment is provided by a guest accordianist or by a four-octave melodian that has travelled many a mile on a Rocky Mountain packhorse.

Comes bedtime and those sleeping bags look mighty inviting after an alpine stroll of six to eight miles! Hikers as a rule sleep four to six in a teepee, their sleeping bags arranged in various geometrical patterns around the teepee pole. The teepees, decorated by Indians of the Stony Tribe, are equipped with vents so that occupants can enjoy cozy fires of their own, minus the smoke nuisance.

Approximately 65 hikers attend an average Camp. Coming from many parts of the United States and Canada, hikers lose no time in getting acquainted, and by the fifth day those who were addressed as "Mr." or "Mrs." usually answer to "Joe" or "Mary". Its complete informality or "one big happy family" atmosphere is one of the hikers' most jealously guarded traditions.

There is no trick to joining the organization. It's simply a matter of signing up for the camp (the cost is very reasonable), donning hobnailed boots and swinging into line with the rest of them. Further details on the 1948 Camp, or for future camps, will be gladly provided by the **Secretary-Treasurer, Sky Line Trail Hikers of the Canadian Rockies, Banff, Alberta, Canada.**



**To Enjoy Banff
—Go On The
Water!**

**CANOES
or
ROWBOATS
FOR HIRE**



Launch Trips
on Bow River
**"NINETY VIEWS
in
NINETY
MINUTES!"**

also
Scenic Launch Trips
on
Lake Minnewanka

Like Boating or Canoeing? If you do, you've a treat in store if you get a Canoe or Boat at the Bow River Boat House, and paddle up the Bow until you come to where there is a sign "Echo River". Wind in and out this lovely little creek—trees overhanging—a blue sky above you, and a stillness that is only broken by the stroke of your paddle or oar. Here's where you see the Beaver working, especially in the evenings—and if you keep a lookout, you'll see moose, deer, elk and maybe black bear in the woods bordering the creek.

If you prefer Launch Trips, these run two or three times daily up the Bow River, and it's a splendid way to view the wild animals in their natural surroundings. Passengers may stop over at picnic grounds for a picnic or fishing, and return by a later launch, if they wish.

The Launch Trip on Lake Minnewanka, seven miles from Banff, offers unrivalled beauty, presenting views on every hand of snow-capped peaks, then of silvery waterfalls cascading from Fairholme's snowfields as the launch glides through waters clear as crystal, reflecting nature's beauties on either side.

FISHING: Lake Minnewanka abounds with Lake and Rainbow Trout, and for your pleasure we have Motorboats, Rowboats, Fishing Tackle, Guides and Boatmen. Inquire at our Boathouse at Minnewanka or Banff.

BOW RIVER BOAT HOUSE LIMITED

Banff, Alberta

and

Mather Boat Service at Lake Minnewanka

Recommended Spots in Banff

Sundance Lodge

Would you like to dine in a place that is a bit different, in surroundings that are quietly pleasant? If you would, we suggest you try Sundance Lodge, which is just to the left, after you cross the Bow River Bridge, opposite the Mineral Springs Hospital.

They specialize in DANISH FOOD, and feature what they call a "Danish Cabaret", which is on the line of a Smorgasbord Dinner, Danish Style, and is most appetizing. They also specialize in "Danish open-faced Sandwiches", temptingly served, to lure lazy appetites! We'd like to mention that here at Sundance everything is prepared as ordered—nothing is held over from day to day, as is sometimes the case in Smorgasbord food.

Steaks, of course, are always on hand for those who prefer this type of food.

Meals are served from breakfast time until late at night, and whether you have Breakfast, Luncheon, Dinner or a late snack, we are sure you'll be well satisfied.

Sundance Lodge

* * *

The Margaret Carrick Shop and Tea Room

For a sort of "dainty" place for lunch or supper, and especially Afternoon Tea, may we suggest this little spot, located at 228 Bear Street, which is just one block from Banff Avenue (ask anyone where it is).

If you go for Tea you'll get real Scotch Scones, with the usual accompaniment of jam, and they are truly delicious. Luncheons feature salad plates, and you can have either hot or cold Suppers.

If you're interested in Canadian Arts and Crafts, Miss Carrick has a nice selection, together with hand-knitted Diamond Socks. Canadian Pottery and Paintings by Canadian artists. Open 8.00 a.m. until 7.00 p.m.

The Margaret Carrick Shop

228 Bear Street, Banff, Alta.

* * *

Mel-Vern Lodge . . . one of the Best!

Mel-Vern Lodge isn't the biggest place in Banff, but we are quite sure it is one of the nicest and most hospitable places.

There's three suites—two of which accommodate four people and the other, just two people. They are restfully appointed throughout, with a cozy bedroom, a living room with plenty of comfort and a spic and span kitchenette where you can either brew a pot of coffee or toss up a first-class meal! Bathroom facilities are semi-private and are always immaculate.

There's also de luxe bedroom accommodation, beautifully furnished, with either twin beds or double, as you prefer. An inviting lounge and air-conditioning throughout completes the picture.

Mr. and Mrs. Mel Vernon have thought of all the little details that make holiday accommodation a thing to be pleasantly remembered and inasmuch as our Travel Bureau has heard nothing but praise from the many tourists who have stayed at Mel-Vern, it's a pleasure to tell you about it. Write for reservations and rates.

Mel-Vern Lodge

404 Beaver Street, Banff

Telephone Banff 392

Ridin' High

Don't know what your idea of a grand holiday is . . . but if you're the sort of person who likes to get away from the highways and well-worn tracks and get out into the real "backwoods" . . . maybe we can interest you. There's an awful lot of difference between "seeing" the Canadian Rockies and "knowing" the Canadian Rockies, and one of your finest teachers can be a sure-footed pony who will take you up hill and down dale to places whose sheer magnificence will leave you breathless.

You don't have to spend a lot of money on an outfit—or hire special guides—you can join that happy gang known as the Trail Riders of the Canadian Rockies on one of their Annual Rides and have the holiday of a lifetime, with congenial companions.

The Trail Riders of the Canadian Rockies was organized in 1924 by a few riders who were enjoying their holidays on a pack train outfit and decided this was the sort of life that hundreds of others would enjoy, if supervised Trail Rides could be arranged. They followed through with their ideas and from that time on there has been such a Trail Ride every year.

The rides start from Banff, arriving the first evening at the Camp which has been set up in advance and which will be your home-base for the next few days. If you manage to negotiate a happy landing from your trusty steed, dash or stagger in the general direction of the tempting aromas that permeate the air and you'll find food fit for the gods awaiting to satisfy your mountain-sized appetite! After you finish chow, a blazing camp-fire beckons and first thing you know you'll be joining the Trail Riders chorus in their well-known anthems of the trails, to the accompaniment of a cowboy-strummed guitar.

When you get to the point where all you crave is to be safe in the arms of Morpheus, your teepee home will be waiting. If you never snoozed in a teepee, have no fears. These teepees were made by the Indians of the Stony Tribe, past masters of the art, and you can have a cozy fire going . . . free from smoke nuisance . . . warm and comfortable enough for anyone. Four or five trail pals will share the teepee with you, and five minutes after you crawl into your downy sleeping bag you'll be sleeping the sleep of the just!



Campfire Sing Song

(Continued on Next Page)



Who's the
"Sweetheart of the
Rockies"?

ing your luck with your fishing rod . . . returning back to Camp each evening with a feeling of well-being that only a day like this can bring.

Nowhere in the world will you find a greater feeling of comradeship than that which exists between these riders of the trail. You mingle with folks from every State in the Union . . . every Province in Canada, and from far-away countries, making friendships that last through the years.

This year (1948) there will be three Rides . . . two of five days duration and one of twelve days. The first five-day ride leaves Banff on July 16th, returning the 20th, the second leaves July 23rd, returning the 27th, and the 12-day ride (usually taken by the more experienced riders) leaves on July 16th, returning the 27th.

From Banff, the trail winds up past Sunshine Lodge, then around Rock Island Lake, a real little gem, on over Citadel Pass and into Golden Valley, where the home-camp is set up. A special feature of this year's ride is a trip to Mount Assiniboine, the Matterhorn of the Rockies! Cost of the five-day trip is about Sixty Dollars. Sleeping bags are not included, but can be rented for a nominal sum. The 12-day Ride is proportionately higher in price.

Your chief requisites for the trip are a duffle bag stocked with extra socks, sweater, toilet articles, a bit of horse-bite remedy, a bathing suit AND a Slicker . . . and, of course, a cheery disposition.

You can make reservations for this year's Rides or get information at any time for future Rides by writing to the Secretary-Treasurer, Trail Riders of the Canadian Rockies, Banff, Alberta, Canada.

Skyline Hikers . . .
footslogging counterparts
of the Trail Riders



Food and Lodging in Banff-Lake Louise Area

Johnson's Canyon Bungalow Camp . . .

. . . is situated at one of the most beautiful Canyons in the Rockies, and offers Bungalow accommodation paramount to the finest in Western Canada. Mr. Camp has added fifteen new Bungalows this year which are the ultimate in comfort. Each has two bedrooms, dressing room, private bathroom, radio, living room and complete kitchen, and are exceptionally well appointed throughout. Rates are \$10.00 per day for these new units. Besides these, there are a goodly number of other fully modern cottages at lower rates. Whichever you choose, you'll be comfortable!

The Camp has a Dining Room and Lunch Counter, a full trading post with campers' supplies, and a modern service station.

The location—16 miles West of Banff, 25 miles East of Lake Louise and 4 miles from Windermere Highway Junction—makes it possible to visit dozens of scenic points and return home to your Bungalow home each evening.

Reservations by letter, wire or phone to:

Johnson's Canyon Bungalow Camp

P.O. Banff, Canada

Phone Banff Rural

* * *

Temple View Camp at Lake Louise . . .

Temple View is at the foot of the hill at Lake Louise, one mile East of the Railway station, and one-half mile East of the Junction to the Jasper Highway.

De luxe Bungalows, accommodating from two to six persons. Living Room with stone fireplace—cozy Bedrooms—Modern Kitchen complete with everything for housekeeping—full bathrooms with tub bath. One of the best camps in Canadian Rockies.

Dining Room features home-cooked foods of fine quality.

Reservations by phone, wire or mail to:

Temple View Camp

LAKE LOUISE, CANADA

* * *

The Triangle Inn

. . . at Lake Louise, is now under the management of Mr. and Mrs. Albert Keyath, whose reputation for Good Food was well established in Banff, where they operated the Mandarin Cafe for so many years, and we know they'll follow up the old tradition and serve meals on a par with the finest in the land!

The Inn also has well furnished rooms, and a few Cabins, which are fully modern, with private bathroom, and are comfortably appointed.

Try the "Triangle"—you won't be disappointed!

Mountain Holidaying . . .

In Summer Sunshine or Winter Snow . . .

Three Outstanding Lodges

Under the Management of Ski Club of the Canadian Rockies (1947)

Lake Louise Ski Lodge

. . . at the Junction of the Banff-Jasper Highway 36½ miles West of Banff, 4 miles from Lake Louise. A Spacious Lodge, operated on American or European Plan—with good Dining Room. Also Cottages with de luxe furnishings, and fully equipped for housekeeping. For Reservations: Telephone Ski Lodge at Lake Louise, or write or wire direct to Lodge at Lake Louise Post Office. Enquire here in summer months about Reservations at Mount Temple and Skoki Lodges.

* * *

Mount Temple Lodge and Skoki Lodge

. . . spells perfection in pleasure for Winter and Summer Holiday enthusiasts the world over. Situated in the Lake Louise district (some six miles from Lake Louise) Mount Temple Lodge is reached either by bus, riding, or walking, and Skoki Lodge is seven miles beyond, and reached from Temple Lodge over mountain trails, by horseback or shanks mare—whichever you prefer!

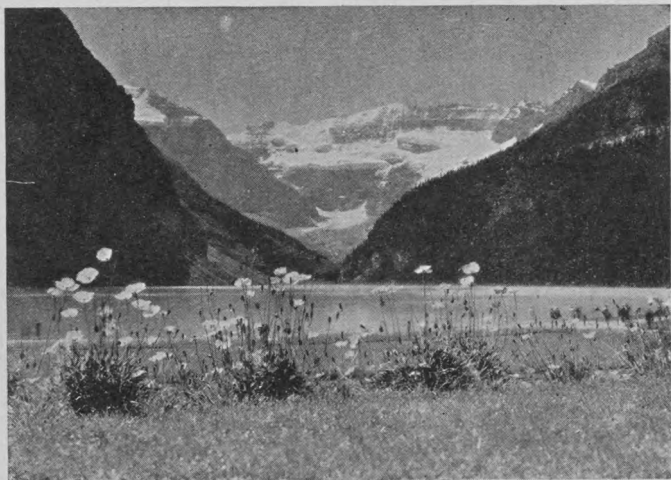
The thing you'll particularly like about these places is the "away from it all" feeling you get up there—it's really "up", too, Temple being at an altitude of around 6,800 feet, and Skoki over 7,000. The scenery from up here is unparalleled. From Temple you get a breathtaking panorama which includes Mount Temple, the Valley of the Ten Peaks, Victoria Glacier, and many other snow-capped pinnacles of the Rockies . . . and if you follow the trails, on horseback or on foot, an ever-changing vista unfolds along your way . . . and if you like Alpine flora . . . this is the spot for you!

WINTER brings the same superb scenery, with the peaks fringing many miles of smooth, ski-perfect slopes . . . the finest ski terrain in the Canadian Rockies! . . . the invigorating air, winter sunshine, and powder snow bringing your heart in tune with your singing skis as you enjoy the finest winter holiday of your life . . . all you need to do is step to the front door and push off. Guided ski trips are featured, or you can happily perambulate the slopes around the Lodge itself.

Both lodges offer the ultimate in accommodation, in keeping with the surroundings. Beautifully appointed lounges with inviting fireplace—comfortable bedrooms—and tempting meals for mountain appetites. For Information or Reservations wire, write or phone either Lodge (both under the same management) at Lake Louise, Alberta.

Lake Louise

*"This lake is God's best picture, that is why
He hung it on the mountains, in the sky.
He wished it near, that sometimes He might show
The Saints above His masterpiece below."*



In our wanderings through the country we were fortunate enough to meet Miss Wilson and she told us the story of how her father, Tom Wilson, discovered this gem.

Tom Wilson, born in Bondhead, Ontario, in 1859, must have been imbued with a real spirit of adventure, for before he was twenty-one, and had the keys to the house, he had wandered as far afield as Fort Walsh, Alberta, and joined the North West Mounted Police. This career should have been exciting enough for anyone—but Tom heard that a survey party was being formed to find a pass through the Selkirk Mountains for a railroad line to the Pacific Coast—and thereupon proceeded to “buy” himself out of the Mounted Police (it being the custom in those days), and then joined Major Rogers’ survey party, in May, 1881.

One evening, as they were camping at the junction of what are now the Pipestone and Bow Rivers, he heard the noise of snow slides in the distance, and asked an old Indian guide where the noise was coming from. The Indian told him that

it was the snow falling off the big mountains back of the "Lake of Little Fishes." He tried to explain to him how beautiful this lake was, and told him how it was a painting made by the Great Spirit for the Indians, saying "not like white man's painting—never fades." Wilson arranged to go with the Indian the next morning to see this wonderful sight, and they followed what is now known as Lake Louise Creek up to the lake. That morning, Lake Louise must have been in one of her best moods, for it was such a beautiful shade of emerald in color that Wilson immediately named it "Emerald." The lake is shown under that name on the first map of the district, made by Dr. Dawson in 1883. In 1884 the name was changed to "Lake Louise" in honour of Princess Louise, daughter of Queen Victoria.

Moraine Lake and Valley of the Ten Peaks

A few miles to the south of Lake Louise is Moraine Lake, nestling in the Valley of the Ten Peaks. Along the north side of the lake stands a huge semi-circle of towering mountains, known as the Ten Peaks, and originally given the names of the ten emeralds of the Stoney Indian language.

The road to Moraine is off the main highway, about 1.2 miles from Lake Louise, where you turn right, and proceed to Moraine, 7½ miles. The road is narrow in spots, and is winding, but it is not dangerous. Take your time and you'll have no trouble. Road surface is gravel. A Picnic Shelter is situated a short distance from the lake, and is an ideal spot for a picnic—or you can get meals at the C.P.R. Lodge at the lake. The Lodge is open this year 1948 and accommodation is available in cozy cottages on the American Plan.

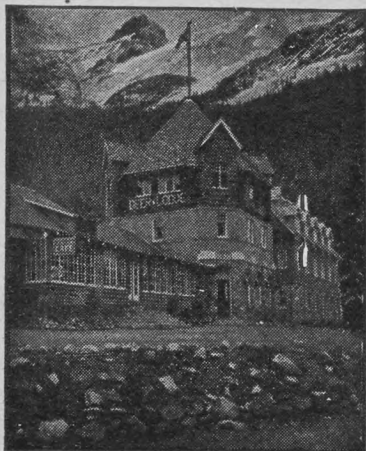
Canoeing

Canoes or boats may be rented at the Boat House at Lake Louise, at a nominal charge, and it's a mighty nice way to spend an hour, idly drifting along Lake Louise.

Riding or Hiking at Lake Louise

There's so many trails to either hike or ride that it would take pages and pages to tell you about them . . . so we suggest you go and see our very good pal, Ray Legace, and talk things over with him. So drop in and tell him you have heard about him through our little book, and he will give you the definite "gen" on where to hike or where to ride to see the best in the country that surrounds this unsurpassed lake.

Enjoy Magnificent Lake Louise



from

DEER LODGE

Here you will find a Western atmosphere and home-like hospitality awaiting you. You will enjoy the rustic rotunda, with its hand-hewn log construction, huge open fire and Stoney Indian decorations. We specialize

in home cooking and engage all white help. Log Cabin Cafe adjoins Lodge and special low-priced meals are served at regular hours. Afternoon teas are served on sun porch daily. The Souvenir Shop, situated in the Lodge, has an inviting display of English China, Indian Crafts, Photographs and Photographic Supplies. Our trained staff will gladly assist you to plan your holiday to the best advantage. Pony trips may be made to Lakes in the Clouds, Victoria Glacier, Saddle Rock, etc.

American Plan - - - - - \$6.25 per day up

European Plan - - - - - 3.00 per day up

Rooms with Private Baths extra. Special Weekly Rates.

Our bus meets all trains.

For . . .

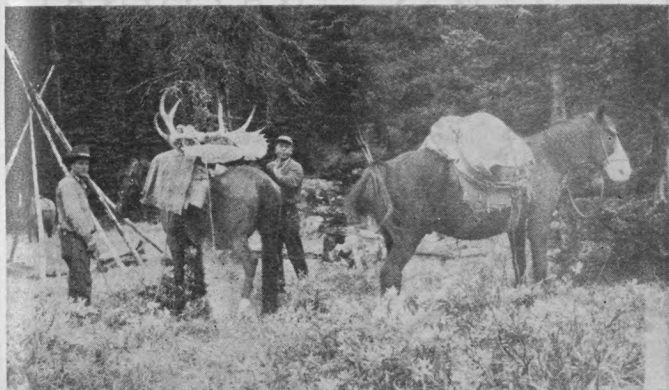
.. RIDING (Horses by Hour, Day or Week)

.. FISHING

.. HUNTING (Game or Camera)

.. MOUNTAINEERING

.. in the CANADIAN ROCKIES



IT'S....RAY LEGACE

(Licensed Guide in Alberta and British Columbia)

LAKE LOUISE, ALTA.

Stables and Corral at the Lake—behind
Rocky Mountain Tours Garage

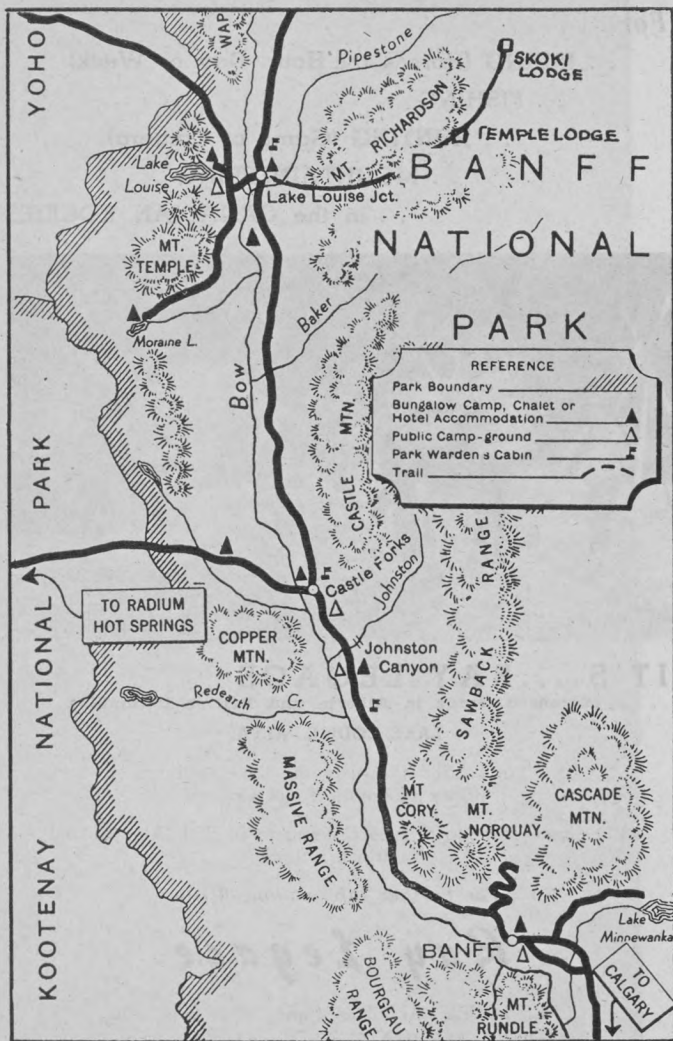
Big Game Hunting Parties Catered to in Both Alberta and
British Columbia

For Further Information—Write

Ray Legace

LAKE LOUISE, ALBERTA (June 1st to Sept. 30th)

BANFF, ALBERTA (October 1st to May 31st)

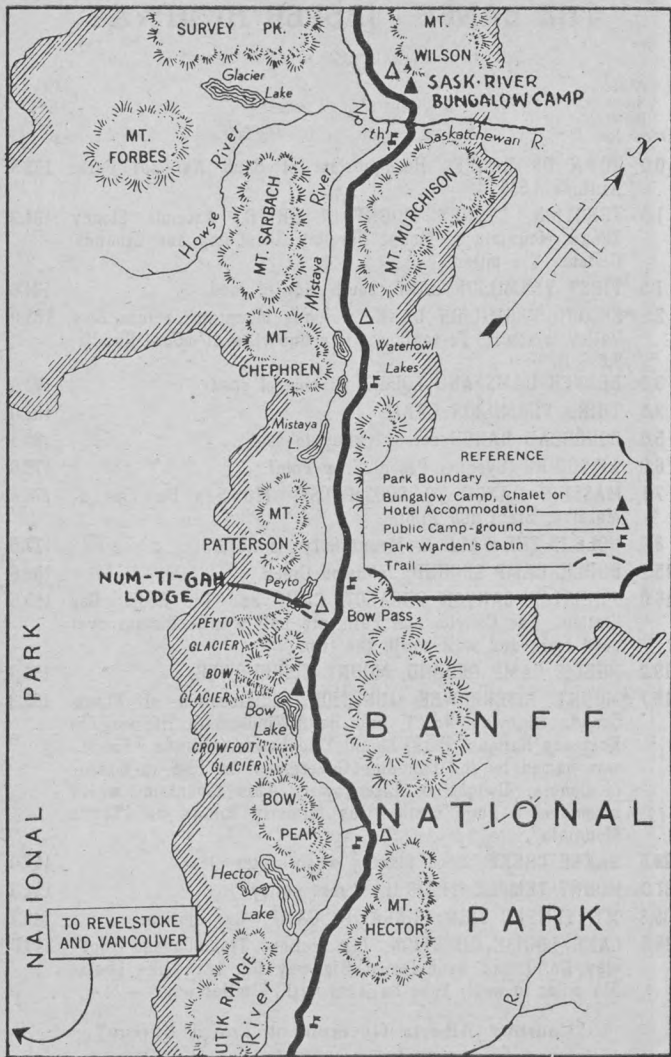


THE BANFF - JASPER HIGHWAY

(Banff to Lake Louise Junction Section)

Miles from Banff (read down)	Points of Interest ★Ideal Points for Photography	Miles from Jasper (read up)
0.0	TOWN OF BANFF. Headquarters of Banff National Park. Altitude 4,538 ft.	185.5
1.3	JUNCTION, STONEY MOUNTAIN DRIVE. Ascends Stoney Squaw Mountain to Mount Norquay Ski Camp and Grounds. Distance 3½ miles.	184.2
1.5	FIRST VERMILION LAKE, south side of road.	184.0
2.5	★SECOND VERMILION LAKE. Sulphur Mountain, across Bow Valley to south. To southeast is a fine view of mount Rundle, 9,838 ft.	183.0
3.0	BEAVER DAMS AND LODGES at side of road.	182.5
3.5	THIRD VERMILION LAKE.	182.0
5.0	BOURGEAU RANGE across valley to south.	180.5
6.9	AF-TON-RO (Evening Peace) View Point.	178.6
7.1	MASSIVE RANGE TO SOUTHWEST. Mounts Bourgeau, Massive, Brent and Pilot.	178.4
8.0	HOLE-IN-THE-WALL in Mount Cory, to north.	177.5
15.9	PUBLIC CAMP GROUND, Johnston Creek.	169.6
16.0	JOHNSTON CANYON BUGALOW CAMP and Tea Room. Gas Station. The Canyon and Falls are half a mile distant over good trail, and well worth the trip.	169.5
19.2	PUBLIC CAMP GROUND, MOUNT EISENHOWER.	166.3
19.7	★MOUNT EISENHOWER JUNCTION. Intersection of Trans-Canada Highway No. 1, and Banff-Windermere Highway to Kootenay National Park. Mount Eisenhower (altitude 9,750 ft.) was named by the Canadian Government in 1946 in honour of General Dwight D. Eisenhower. This mountain, which resembles a huge castle, was formerly known as "Castle Mountain".	165.8
28.5	BAKER CREEK. Good fishing when water clear.	157.0
31.0	MOUNT TEMPLE (11,636 ft.) across valley.	154.5
35.8	MT. TEMPLE VIEW BUNGALOW CAMP. Gas Station.	149.7
46.5	LAKE LOUISE JUNCTION. Intersection, Trans-Canada Highway No. 1 and Banff-Jasper Highway No. 1A. Lake Louise 3½ miles to west; Yoho National Park, 7 miles west.	149.0

"Courtesy Alberta Government Travel Bureau"

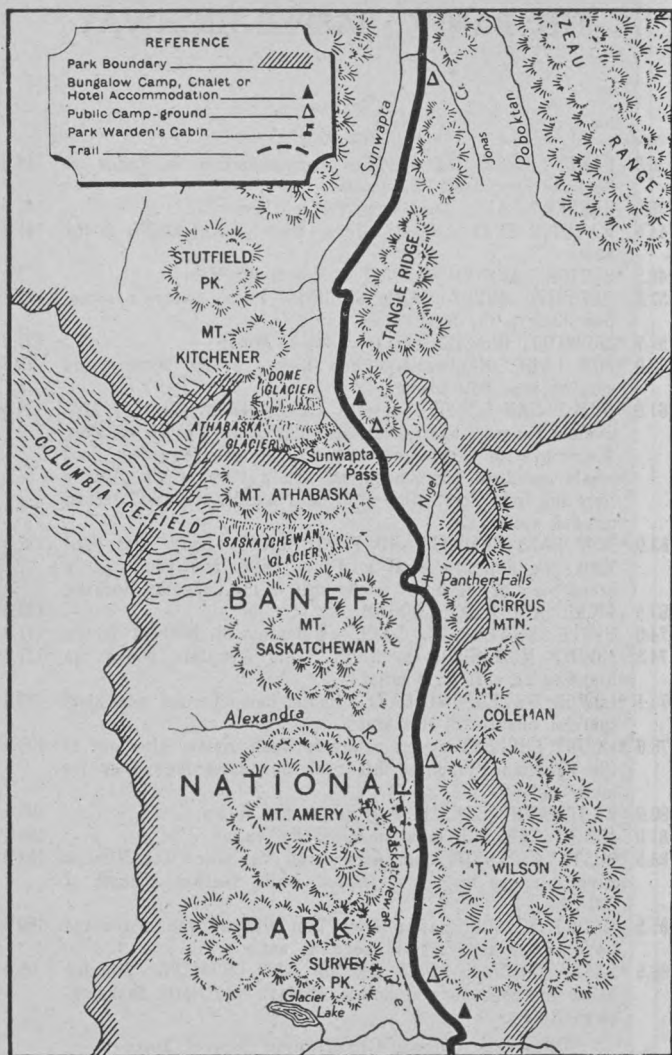


THE BANFF - JASPER HIGHWAY

(Lake Louise Junction to Saskatchewan River Crossing)

Miles from Banff (read down)	Points of Interest *Ideal Points for Photography	Miles from Jasper (read up)
36.6	LAKE LOUISE SKI LODGE. Accommodation in Lodge or De Luxe Bungalows. First class.	148.9
39.8	HERBERT LAKE. Good Trout Fishing here.	145.7
44.5	WAPUTIK PEAK AND RANGE to West. Mount Hector to the East.	141.0
48.5	*HECTOR LAKE VIEW POINT. Lake to the West.	137.0
52.8	MOSQUITO CREEK CAMP GROUND. Park Warden's cabin. Bow Peak to the West.	132.7
57.7	*CROWFOOT GLACIER across valley to West.	127.8
60.0	*BOW LAKE. Headwater of Bow River. At the Western end may be seen Bow Glacier.	125.5
61.0	*NUM-TI-GAH LODGE. Operated and owned by Mr. and Mrs. Jimmie Simpson, and one of the "show-points" of the Rockies. A stop-over or "stay-over" here will be well rewarded. Good meals, excellent accommodation, and a view of six glaciers from the front door. (One of "The Traveller's Digest" recommended spots).	124.5
63.0	*BOW PASS SUMMIT AND PEYTO LAKE. Don't miss this! Walk the half-mile trail to Peyto Lake, and you'll get a grand view of the finest scenic spot in the Canadian Rockies.	122.5
63.5	PICNIC AND CAMP GROUND.	122.0
74.0	UPPER WATERFOWL LAKE. Widening of Mistaya River.	111.5
74.5	MOUNT MURCHISON to North. This mountain flanks the highway on east for 6 miles.	111.0
75.1	*LOWER WATERFOWL LAKE. Public Camp Ground and Ideal spot for pictures of this area.	110.4
76.0	*MOUNT CHEPREN across valley to West. Named after one of the Egyptian Pyramids, this peak dominates the valley for many miles.	109.5
80.0	KAUFMANN PEAKS to west across the valley.	105.5
81.0	MOUNT SARBACH to west across the valley.	104.5
83.5	*MISTAYA CANYON, reached by trail (½) mile. The Mistaya River plunges through a canyon which reaches a depth of 200 feet.	102.0
85.5	MOUNT WILSON (named after Tom Wilson, who discovered Lake Louise and Emerald Lake) to north.	100.0
86.5	*SASKATCHEWAN RIVER BRIDGE AND CROSSING. Situated below the confluence of Howse, Mistaya and North Saskatchewan Rivers.	99.0

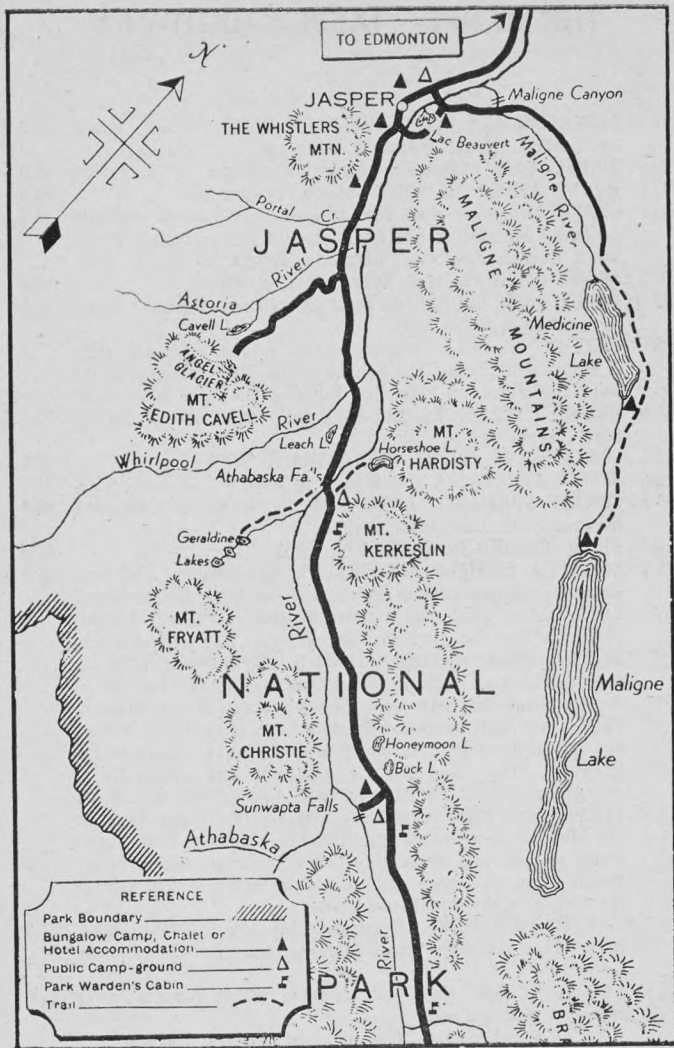
"Courtesy Alberta Government Travel Bureau"



THE BANFF - JASPER HIGHWAY

Miles from Banff (read down)	Points of Interest *Ideal Points for Photography	Miles from Jasper (read up)
87.5	SASKATCHEWAN RIVER BUNGALOW CAMP. Cabins, Meals, Gas Station. Mount Wilson to Northeast.	98.0
89.5	PUBLIC CAMP GROUND. Mount Murchison to southeast.	96.0
97.0	MOUNT AMERY TO WEST. Glacier on summit.	88.5
99.0	GRAVEYARD. Gravelled flats littered with bits of whitened driftwood resembling bones, situated at the confluence of the North Saskatchewan and Alexandra Rivers.	86.5
101.5	MOUNT COLEMAN forms Eastern Wall of Valley.	84.0
102.5	PUBLIC CAMP GROUND on North Saskatchewan River. Mount Saskatchewan to the West.	83.0
108.0	FOOT OF BIG HILL. Winding grade around southeast ridge of Mount Athabaska. The Saskatchewan Glacier, source of the North Saskatchewan River, lies behind a low ridge to the west.	77.5
110.5	PANTHER FALLS. Reached by a short trail. 600 ft. drop of Nigel Creek. Quite a sight!	75.0
113.5	SOUTH PEAKS, MOUNT ATHABASKA IN VIEW.	72.0
114.0	MOUNT ATHABASKA and Glacier to west.	71.5
116.5	SUMMIT SUNWAPTA PASS, 6,676 ft. Marks the Bounday between Banff and Jasper Parks.	69.0
118.5	PICNIC GROUND IN SUNWAPTA PASS.	67.0
119.5	*COLUMBIA ICEFIELD AND CHALET. Gas Station. This Icefield is the largest body of ice south of the Arctic Circle. About 2,000 ft. thick, 150 square miles in area. Of the 21 highest peaks in the Canadian Rockies, 11 are here. Nigel Peak, 10,535 ft.; Mount Athabaska, 11,452 ft.; Snow Dome, 11,340 ft.; Mount Columbia, 12,294 ft. Snow Dome is literally the roof of the continent, for here meet the watersheds of the Atlantic, Pacific and Arctic oceans. Moisture from Snow Dome follows any one of three courses: down the Athabaska Glacier to the Sunwapta River, then into the Athabaska and eventually to the Arctic; down the Saskatchewan Glacier into the North Saskatchewan River, eventually arriving in Hudson Bay and the Atlantic; or westward into Rice Brook and the Bush River, which empties into the mighty Columbia River, and so to the Pacific. You can drive right down to within a few feet of the tongue of the Athabaska Glacier.	66.0
122.5	*SUMMIT VIEW POINT. Overlooks deep canyon of Sunwapta River. Fine views of Mounts Kitchener and Snow Dome to the west.	63.0
125.5	TANGLE CREEK. Near foot of grade which ascends lower slopes of Wilcox Peak.	61.0

"Courtesy Alberta Government Travel Bureau"



THE BANFF - JASPER HIGHWAY

(Tangle Creek to Jasper Section)

Miles from Banff (read down)	Points of Interest *Ideal Points for Photography	Miles from Jasper (read up)
129.5	BEAUTY CREEK AND FALLS.	56.0
135.5	JONAS CREEK. Picnic ground.	50.0
140.1	POBOKTAN CREEK. (Stoney Indian name for "Owl").	45.4
150.5	*SUNWAPTA FALLS JUNCTION. Bungalow Camp and Tea Room. Spur road leads to falls and picnic ground, half mile distant. Don't miss seeing Sunwapta Falls.	35.0
152.3	TRAIL TO BUCK LAKE. (200 yards). Good fishing.	33.2
152.7	TRAIL TO HONEYMOON LAKE. (300 yards). Good fishing.	32.8
161.5	*ATHABASKA RIVER VIEW POINT. Fine views of Mounts Christie, Brussels and Fryatt. Rocky Mountain Goat are frequently seen on the steep banks below the view point.	24.0
165.3	TRAIL TO HORSESHOE LAKE. (3 miles). Rainbow Trout fishing.	20.2
165.4	*ATHABASKA FALLS. Picnic ground. Here the Athabaska River drops into a deep canyon which is crossed by the highway bridge.	20.1
165.7	TRAIL TO GERALDINE LAKES. (6 miles). Rainbow Trout fishing.	19.8
168.0	LEACH LAKE. Rainbow Trout fishing.	17.5
170.5	*WHIRLPOOL RIVER CROSSING. Fine view of Mount Kerkeslin to the southeast.	15.0
171.5	VALLEY OF THE CROOKED TREES. Lodgepole Pines growing in fantastic shapes.	14.0
172.0	CONFLUENCE, Whirlpool and Athabaska Rivers.	13.5
176.8	JUNCTION, MOUNT EDITH CAVELL ROAD. Nine-mile drive to Tea Room at the foot of Angel Glacier on Mount Edith Cavell. One of the most outstanding scenic spots in the National Parks.	8.7
176.9	ASTORIA RIVER, which drains Amethyst Lakes in Tonquin Valley.	8.6
181.4	BECKER'S BUNGALOW CAMP. Whistlers Creek.	4.1
183.8	KIEFER'S BUNGALOW CAMP.	1.7
184.0	TEKARRA LODGE.	1.5
184.7	JUNCTION with road to Athabaska River, Old Fort Point, Henry House Memorial and Lac Beauvert Loop.	.8
185.5	TOWN OF JASPER. Headquarters of Jasper National Park. Altitude 3,472 ft.	

"Courtesy Alberta Government Travel Bureau"



Num - Ti - Jah Lodge

On the Shores of Beautiful Bow Lake
(24 Miles from Lake Louise Junction—on the Banff-Jasper Highway)

RIDING - FISHING - BOATING - ROCK and ICE CLIMBING
A Paradise for Artist, Botanist, Geologist or Photographer

FISHING - BIG GAME HUNTING - CAMPING TRIPS
Under the Personal Supervision of Jimmie Simpson, Jr.

Rooms Overlooking Lake or in Cottages

Best of Food - - Teas and Lunches



Write, Wire or Telephone for Reservations

Mr. and Mrs. J. Simpson

LAKE LOUISE, ALTA.

In the Good Old Days!

We wonder whether you folks who whiz along the Banff-Jasper Highway, seeing the country through the well-known windshield, ever stop to think about the people who pioneered it?



JAMES SIMPSON, SR.

To us, "atmosphere" means a lot more than just good old fresh air, as we travel along. Although, mind you, we have about the freshest fresh air in the world up here in the Rockies! But to us, imbibing the atmosphere of the country means getting to know—really know—the people who have helped to make it. To sit at night in front of a fireplace, and listen to stories of older days—that's "Atmosphere".

Jimmie Simpson came to **Bow Lake** over fifty years ago, and cut many of the first trails through the country where Banff-Jasper Highway now goes. Over forty years ago he took Sir James Outram over the Columbia Icefields—the first man to make that ascent! He took the first pack-train over the Glaciers into Jasper! Long before a highway was ever dreamed of, Jimmie was busy trapping marten, wolverine, mink, ermine, and bear all through the country. As the years rolled on—he built himself a cabin of hand-peeled logs, packing in the fittings such as doors, windows and flooring over the swamps from Lake Louise. And to his cabin, in 1917, he brought "Mrs. Jimmie," a rare addition to any home.

Mr. and Mrs. "Jimmie" didn't make mouse traps—but nevertheless, their fame soon spread abroad—and their little home on Bow Lake soon became the rendezvous for many famous painters and climbers. Their guest register reads like a veritable "Who's Who" of America, England and many other countries!

Soon tepees became outmoded—and new cabins were added—and with the completion of the new highway, they built the lovely "**Num-Ti-Jah Lodge**" (an Indian name meaning "Canadian Sable")—from whose door you get an exquisite view of four mighty glaciers—Bow—St. Nicholas—Crowfoot and Hector. Be sure to call on your way to or from Jasper.

Angel Glacier—Mount Edith Cavell



This was the name given the beautiful white peak, the highest of all those dominating the Athabasca Valley, by the very early travellers over the first transcontinental route through the Rockies of Canada.

Now it is known and revered throughout the world as the fitting memorial to the brave English girl, Nurse Edith Cavell, who died a martyr's death in the First Great War. The sublime beauty of this great peak, just over 10,000 feet high, is in every beautiful mountain vista in the Valley. It catches the last rays of the setting sun, while all the rest are grey; its snowy crown is mirrored in every lake, and only when you have seen this memorial mountain in all its moods, can you realize just why some wise Fate withheld its christening until someone worthy of its beauty could be found.

The motor road is eighteen miles of sweeping panoramic views of the entire Athabasca Valley, and when you enter the memorial valley itself, here is nature at its best. To the right lies the lovely jade green "Lake of Forgiveness," along whose shores can be found rare alpines, and the song of the hermit thrush can be heard in the trees. Across the Lake is "Mount Sorrow," and lying between is the winged "Glacier of the Angel."

Columbia Icefields and Chalet



—Photo by C.N.R.

Columbia Icefield Chalet, owned and operated by the Brewster Transport Co., is beautifully situated at the foot of Athabasca Glacier, at an altitude of 6,525 feet. The Chalet is fully modern, and comfortably furnished rooms, with or without bath, are available on American Plan.

The design and rustic furniture of the spacious lobby are in unique harmony with the surroundings.

The Dining-room, seating 150 persons, faces the Glacier and especially large windows afford a magnificent view of Mt. Athabaska and the Snow Dome. Visitors will find the Chalet the most convenient stopping place either for meals or lodging on the new highway.

For Reservations Apply

COLUMBIA ICEFIELD CHALET

Brewster Transport Co.

BANFF, ALTA.

A Bit About Jasper Park

"The Largest Park in America"

4,200 Square Miles of Scenic Wonderland

Much has been written about Jasper National Park, but for some reason or other it still doesn't seem as well known as Banff and Lake Louise areas, which is a pity, for in our opinion everyone who comes to the Rockies should see Jasper Park. It's superb!

More than any other part of the Rocky Mountains, that section of them which is enclosed by the boundaries of Jasper National Park has been identified with the colorful and romantic history of Western Canada. The name of the Park perpetuates the memory of Jasper Hawes, an old servant of the Northwest Trading Company, whose post stood near the site of the present Town of Jasper.

It was one of the rich fur domains for which the Hudson Bay Company and the Northwest Company fought bitterly early in the nineteenth century. Then traders and trappers, voyageurs and explorers, missionary priests and pagan Indians moved in procession up and down the Athabaska Trail which cuts through the heart of the Jasper Park of today. At a tiny lake almost on the crest of the watershed of the Whirlpool River, west and east bound brigades met, exchanged goods, toasted each other's health in a keg of rum and returned along their separate paths. This meeting place became known as the Committee Punch Bowl and you can see the Punch Bowl and Falls on the road to Miette Hot Springs. Surely, as the "Brigade of '48" pause a moment in passing, the spirits must look down and smile as their old trails are traversed by voyageurs in V-8's and pagans in Pontiacs!

Jasper is a little town nestling in the Athabaska Valley, where the mountains stand quietly back and leave you with a sense of your own importance. It has acquired all the amenities of modern life without sacrificing friendliness to commercialization. Trading Posts have given way to modern shops which stock everything you could possibly need . . . and some things you don't need but won't be able to resist. Several delightful Bungalow Camps, a few minutes' drive from town . . . a couple of downtown Hotels . . . and really good rooms in Tourist Homes put a holiday roof over the heads of the rich . . . the not-so-rich . . . and "just us". Meals are along the same lines, running the gamut from the Neons and Noodles of the Coffee Counter to the candlelight and caviar of the Jasper Park Lodge dining room!

And—there is the lovely Jasper Park Lodge—the famed resort operated by the Canadian National Railways. The peacefulness of Jasper Park Lodge is hard to describe, but it is something rarely found in a Tourist resort. Flower-filled gardens . . . green, green lawns . . . cozy bungalows . . . exquisite comfort . . . all on the shores of Lac Beauvert, a shining span of lake especially placed to mirror the reflections of Mount Edith Cavell and Pyramid Mountain, and within practically a stone's throw . . . such gems as Lake Annette, Lake Mildred and Lake Edith, the colour of whose waters will leave you amazed.

Time-filling trips abound—to Mount Edith Cavell with its Angel of the Glaciers—to the "jewel" of the Rockies . . . Pyramid Mountain, reflected in Pyramid Lake—to Miette Hot Springs by way of "The Game Trail", so named because you usually see plenty of Moose, Deer, Elk, Bear, etc., especially in the evenings.

(Continued on Page 162)



CANADIAN NATIONAL HOTELS

From Coast to Coast, Canadian National
Hotels answer every need for those who
desire pleasant away-from-home living.

CHATEAU LAURIER
Ottawa, Ont.

THE NOVA SCOTIAN
Halifax, N.S.

PRINCE EDWARD HOTEL
Brandon, Man.

THE CHARLOTTETOWN
Charlottetown, P.E.I.

THE MACDONALD
Edmonton, Alta.

THE BESSBOROUGH
Saskatoon, Sask.

PRINCE ARTHUR HOTEL
Port Arthur, Ont.

THE FORT GARRY
Winnipeg, Man.

*HOTEL VANCOUVER
Vancouver, B.C.

**Operated under the joint management of Canadian National Railways
and the Canadian Pacific Railway Company.*

MINAKI LODGE JASPER PARK LODGE

PICTOU LODGE

Operated during Summer Months Only.

Don't overlook, either, the motor trip to the Mount Robson area. It's a treat. And, if you want to stop overnight or longer, or do the wonder-filled trip to Berg Lake, at the base of Mount Robson, you'll be well taken care of at the Ranch operated by Hargreaves and Chesser at Mount Robson, and they will take you into their Berg Lake Camp. You can get all details as to reservations by writing direct, or by enquiring at the Canadian National Railway Station at Jasper.

Jasper is also the setting-off point for the Maligne Lake trip—one of the finest offered in the Rockies. You can find complete information on this in the following pages.

Oh, yes, Jasper may not have been quite as well publicized as other Parks, but it definitely has quite as many scenic wonders as any part of the Rockies, and to those of you who are coming out West to really "SEE" the Canadian Rockies, Jasper is a "MUST"—or you'll miss half of them!

Banff to Jasper, by Highway, 185.5 Miles

Some folks might tell you that the road from Banff to Jasper isn't very good. Well, don't let that scare you off. It's quite okay. True—it isn't hard-surfaced, but it is a good, wide, gravelled road, with no steep grades, and not too dusty, as it is given a chloride beauty treatment to subdue the dust! If you don't do it at sixty miles an hour, but take your time and absorb the scenery, you'll have no highway worries. Your main worry will be scenic indigestion!

If you're driving from Banff, we suggest an early start . . . eightish or so . . . which will give you time to get to Lake Louise and take your pictures when lake and light are at their best. If you don't take too long, you could do a side trip to Moraine Lake and Valley of the Ten Peaks (18 miles return), which will add to both your photo and memory album. From Lake Louise, return to the Jasper Highway Junction, and make Bow Lake for lush scenery and Num-Ti-Jah Lodge for lunch around one o'clock. For an after-lunch aperitif, the short hike from the highway (3 miles beyond Bow Lake) to Peyto Lake will be perfect. Please don't miss Peyto Lake . . . it's only a fifteen minute walk, and it won't leave you breathless, but the view will! There's nothing in the Rockies to excel it.

As you drive on, you'll hob-nob with glaciers (some 68 of them), mountain lakes and streams, and at Mile 119.5—just after you enter Jasper Park—you can seal your mountain comradeship by tipping your hat to eleven of the highest peaks in the Rockies, for here at the mighty Columbia Icefield you're practically on the roof of the continent! This Icefield is the largest body of ice South of the Arctic Circle, and is about 2,000 feet thick and 150 square miles in area. You can get all the details on it by reading our descriptive material on the Banff-Jasper Highway pages which precede this article.

After you leave the Icefields, you'll wind down some sixty-seven miles to Jasper through Sunwapta Canyon and the Athabaska Valley, pausing, we hope, at Athabaska Falls, which you mustn't miss, and you'll arrive in Jasper, satiated with scenery, in time for dinner. (Continued on following page).

You won't have been able to do all the picture-taking you wanted to do, as the light wouldn't be at its best on the latter part of the journey—but you can pick up what you missed on the way back . . . and you'll find you missed plenty! Just reverse the trip—getting away from Jasper fairly early, and lunching at Columbia Icefields Chalet on the way back.

If you don't agree that it was the highlight of your trip to the Rockies, we'll hang our heads in shame!

SERVICE . . . and Glad to Give It!

at Denny's Service

at Jasper

Imperial Oil Products

If Your Car is Your Baby . . . We'll Nurse it along for You!

Join Our Gang . . . They're Happy Tourists

Need Accommodation? . . . We'll Get It for You . . . on the Spot—or by Reservation!

"Recommended by The Traveller's Digest"

For the Outdoor Sports Holiday of Your Life

BAR F Ranch

in the Foothills of
the Canadian Rockies

offers the vigorous recreation of fishing, hunting and riding, and the healthful relaxation of delightful surroundings. Fourteen Tourist Cabins, and Lodge Accommodation cater to your Holiday Comfort, delicious meals are served in the ranch house, and cabins are equipped with kitchen facilities if you prefer to do your own cooking. Only 12 miles east of Jasper National Park Entrance, the Rockies' Scenic Wonderland is almost at your cabin door. For Reservations, write:

W. Renan Fisher, Bar F Ranch, Entrance, Alberta

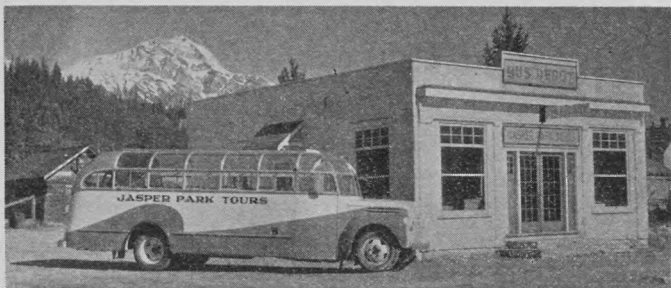
* * *

THE Y.M.C.A. CAMP AT JASPER

. . . it's an enviable spot up in the pine trees on the shore of Lake Edith, about four miles from Town by way of Jasper Park Lodge road. The Camp has Tent-Cabins and meals are served in the Main Lodge . . . it's a swell place for holidaying at little cost, and everybody is welcome! You'll really have a lot of fun here if you like congenial companions and a grand outdoor atmosphere!

JASPER PARK TOURS LTD.

*Agents Western Canadian Greyhound
Sightseeing Tours Through Jasper and Banff
National Parks*



Daily Schedules to

- MT. ROBSON, B. C.
- LAKE LOUISE
- BANFF
- MT. EDITH CAVELL

- COLUMBIA ICEFIELDS
- MALIGNE LAKE CHALET
- MIETTE HOT SPRINGS
- CALGARY, EDMONTON

also Special Economy Tours

WE WILL MAKE AND CONFIRM RESERVATIONS AT JASPER

Bicycles for Hire

Jasper is easily accessible by car, C. N. R., Western Canadian Greyhound.

We meet all trains. Buses stop at our depot.

24 YEARS' EXPERIENCE IN SIGHTSEEING. WRITE FOR FOLDER.



Shell Service Station

(Under Same Management)

Shellubrication, Repairs to All Cars, Day and Night Tow Service

Ford Monarch Dealers — Phone 57, Jasper, Alberta.

THERE'S . A SADDLE WAITING FOR YOU AT



Only 6 miles from Jasper, on Jasper-Edmonton Highway

Not "just another" Dude Ranch . . . just a mighty fine place to have a good time, whether you want to spend your time in the saddle . . . loaf around with the occasional trip by car to Jasper's scenic highlights . . . or "do" a bit of everything . . . you'll find no more hospitable or comfortable place in the Rockies than Wilby's Pyramid Mountain Ranch.

Its location is ideal—just off the main highway, 6½ miles east of town. Take the road leading to Jasper Park Lodge and continue on a couple of miles past the Lodge turn-off, and there you have it . . . practically at the foot of Pyramid Mountain, in the finest riding country in the Rockies.

There are no finer horses in Western Canada than those at this Ranch, for the raising of fine horses has been their chief interest for many years, and nowhere are the trails more diversified for your riding pleasure. A couple of hours canter takes you to unbelievably beautiful lakes—Pyramid, Patricia, Annette, Edith . . . and Lac Beauvert with Jasper Park Lodge on its shores! Good trout fishing in dozens of lakes in the Jasper area, all within a short ride or drive, if you like fishin' . . . and who doesn't?

If you don't want to do too much riding . . . or even none at all . . . the Ranch is still a good bet as your holiday headquarters at Jasper. You'll get comfortable lodging and as for the meals, you can't beat them anywhere. An abundance . . . and we mean it . . . of vegetables brought in fresh from the garden when required . . . salads galore . . . steaks, chicken and turkey . . . and desserts almost drooling with whipped cream. No shortage of good food here . . . take our word for it.

Overnight Guests: For those wishing this type of lodging, we suggest you either phone from Jasper, or wire or phone ahead and they will try to take care of you. DINNER RESERVATIONS may be made by telephoning ahead.

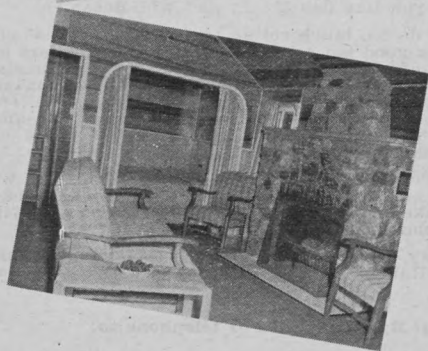
RATES: \$7.50 per day, American Plan. Rates for riding depend on length of stay at Ranch, but are in keeping with the usual Ranch rates.

Reservations: By letter, wire or telephone to:

WILBY'S

Pyramid Mountain Ranch
JASPER PARK, CANADA

A Pleasurable Place *Jasper's Newest Bungalows*



- ***De Luxe Bungalows***
Accommodating from one to six people.
- ***Stone Fireplaces***
Spacious Living Room.
- ***Modern Bathrooms.***
- ***Interiors***
finished in Knotty Pine and Cedar.
- ***The Finest***
of beds.
- ***Fully Equipped***
for Housekeeping.
- ***Maid Service.***
- ***Rates***
from \$7.50 per day depending upon number of occupants.

The Closest Accommodation

Tekarra Lodge

and Lodge Accommodation

For Your Dining Pleasure

. . . tasty home-cooked foods appetizingly served to you in the cheery atmosphere of our new Chalet Dining Room.

For Fireside Yarning

. . . whether it be in the cool of the evening, or a rainy day (we do get them occasionally!). The scrumptious lounge in the Chalet with its huge fireplace, and scads of lazy chairs, is yours for the telling of tall tales. Whether they be of the fish you almost landed, the bear that pinched your breakfast, or the moose that had a crush on Aunt Minnie, it's an atmosphere that makes the telling pleasant . . . and if you're the type that's glued to your pack of cards . . . it's the perfect spot for a rubber of bridge.

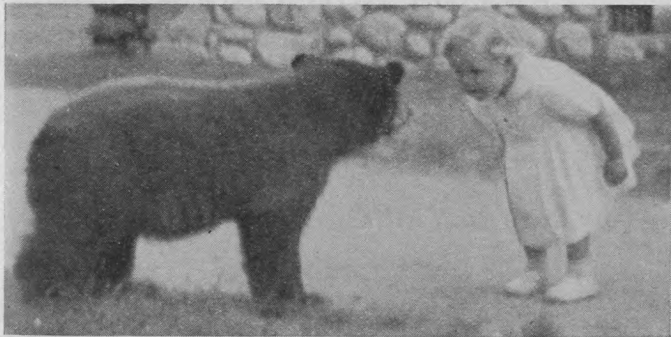
Your Holiday Headquarters

. . . Tekarra Lodge, and the new Tekarra Chalet which offers alternative hotel accommodation, are beautifully situated overlooking the Athabaska River, and is on the Banff-Jasper Highway, just half a mile south of Jasper. Your hostess, Mrs. C. Carrothers, will look after your every comfort, and you are assured of courteous service.

For overnight, for a week, for a month, make this your holiday headquarters.

For Reservations

Tekarra Lodge, Jasper, Alberta, or Travellers Digest Tourist Bureau at Banff, Alberta.



HELLO,
YOU!

Down—Only Half a Mile from Jasper



Hudson's Bay Company Store at Jasper

The Home of the
FAMOUS HUDSON'S BAY
"POINT" BLANKETS

- English Woollens
- English China
- Jasper Souvenirs
- Sports Wear

Be Sure to Visit Our Edmonton Store



Hudson's Bay Company.

INCORPORATED 27th MAY 1670.

The Athabaska Trail

My life is gliding downward; it speeds swifter to the day
When it shoots the last dark canyon to the Plains of Far-away.
But while its stream is running through the years that are to be,
The mighty Voice of Canada will ever call to me.

I shall hear the roar of rivers where the rapids foam and tear,
I shall smell the virgin upland with its balsam-laden air,
And shall dream that I am riding down the winding woody vale,
With the packer and the packhorse on the Athabaska Trail.

I have passed the warden cities at the Eastern water-gate,
Where the hero and the martyr laid the corner-stone of State
The habitant, Coureur-bois—and hardy voyageur.
Where lives a breed more strong at need to venture or endure?

I have seen the gorge at Erie where the foaming waters run.
I have crossed the Inland Ocean, lying golden in the sun.
But the last and best and sweetest is the ride by hill and dale,
With the packer and the packhorse on the Athabaska Trail.

I'll dream again of fields of grain that stretch from sky to sky,
And the little prairie hamlets where the cars go roaring by.
Wooden hamlets as I saw them—noble cities still to be,
To girdle stately Canada with gems from sea to sea.

Mother of a mighty manhood, Land of glamour and of hope,
From the eastern sea-swept Islands to the sunny Western slope,
Ever more my heart is with you, ever more till life shall fail,
I'll be out with pack and packer on the Athabaska Trail.

ARTHUR CONAN DOYLE,

Jasper Park, Alberta, June 18th, 1914.

* * *

(This space contributed by Mr. and Mrs. H. Wightman of Jasper Park Bakery)

Thousands of Feet Above Worry Level!

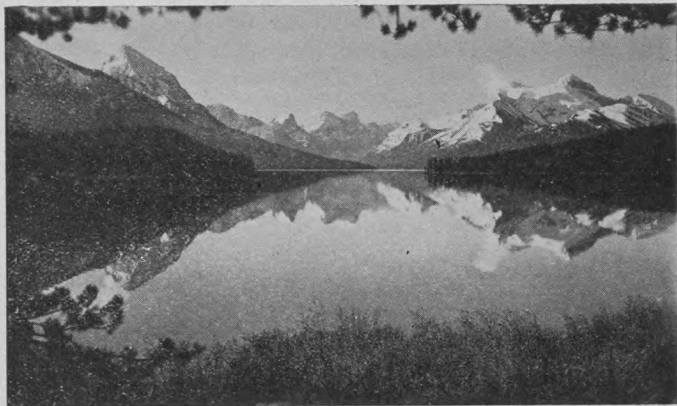
Rainbow Camp at Maligne Lake

Fishing

Photography

Mountain Climbing

Superb Scenery



You haven't SEEN the grandeur of the Canadian Rockies until you've seen Maligne Lake. It's no use trying to tell you about it, there just aren't enough adjectives in the dictionary to describe the unbelievable beauty of Maligne. From the time you leave Jasper until you reach Rainbow Camp (a combined car and boat trip of about 30 miles) you'll really drool over the scenery.

At the end of the trail is Rainbow Camp, where you'll sleep mighty comfortably in heated frame and ten cabins—the beds are grand—as for meals, if you come out to Rainbow and don't agree with us that it's the best food you've tasted on your trip, we'll more than humbly apologize.

As for FISHING, we personally caught our limit of Speckled Trout, real beauties weighing up to three pounds, in a few hours fishing last July. There are several lakes adjacent to Maligne, too, where fishing is tops all season. Have a chat with Larry Magistad and take his advice as to fishing and you'll come out with a full creel.

Accommodation and Rates

Taxi, Jasper to Medicine Lake \$5.50 return or use your own car to Medicine Lake; Medicine Lake launch, \$2.30 return. Taxi, Medicine to Maligne \$5.00 return. Camp Rates, American Plan, \$8 per day, \$48 per week per person. Maligne Lake launch trip, \$5.75 each. 18 miles return.

RAINBOW TOURS LIMITED

Box 217, Jasper, Alberta, Canada



Fishing

We've already dwelt on the fine trout in Maligne and vicinity, so may as well add that the season is from June 1st to September 30.

Photography

Maligne is an outstanding scenic attraction for the shutter-bug, the grandeur of the landscape reflected in the still mirrored waters of morning and evening, and the abundance of wildlife are enough to make the hunter with the camera trip over his tripod in his excitement.

Hiking

If you like to make your lower extremities do all the work, they'll have every opportunity here . . . you can just ramble along lakeside paths, scramble up the hills, or settle down to honest to goodness climbing amongst the peaks . . . whichever you essay, the resultant and endless changes of scene will make every application of liniment well worth while.

Day Trip to Maligne

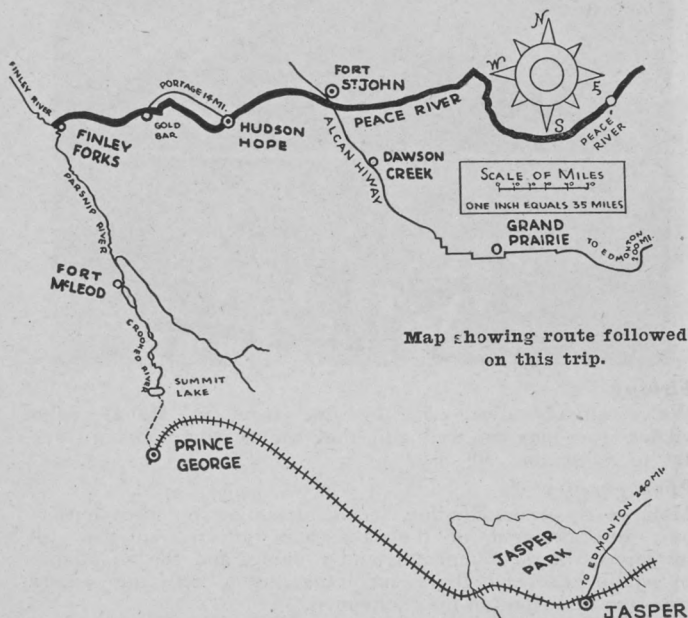
If time doesn't allow an extended visit to Maligne, Rainbow Tours run a daily round trip for your convenience, leaving Jasper at 8 a.m. and getting you back at 8 p.m. All transportation is included, both launch and taxi, and noon dinner and afternoon lunch go with it. Total cost per person \$20.00.

RAINBOW TOURS LIMITED

Box 217, Jasper, Alberta

RAINBOW RIVER TRIPS

Summit Lake, B. C., to Fort St. John, B. C.



Map showing route followed on this trip.

21-DAY ALL-EXPENSE OVERLAND-RIVER TRIP

Transportation Cost, \$585.00 per person, minimum four adults
(Children half price on accommodation)

This price includes transportation between Jasper, Alta., and Summit Lake, portage costs, and transportation back from Fort St. John to Jasper, Alta.

If own arrangements are made for transportation, and trip is taken only from Summit Lake, B. C., to Fort St. John, the cost of the trip is \$534.00 per person.

EIDERDOWNS ARE NECESSARY and can be purchased in Jasper or Edmonton if you do not already own one.

For tour dates get in touch with:

RAINBOW TOURS LIMITED

Jasper Park, Alberta

Trips Around Jasper



Mount Robson Trip

Rainbow Tours run one of the finest trips for the tourists in the Canadian Rockies. Leaving Jasper at eight in the morning you head along the road to Lake Lucerne. Lake Lucerne itself is a mecca for the vacationist, particularly the one with the rod and line. Lucerne trout are famous, and if you wish, you may stop over either coming or going.

Heading out from Lucerne, more lakes appear, and you catch glimpses of the Fraser River in its gorge. You'll find that even the vegetation is of a different and more lush nature along this road, and if your wife happens to be a canning fanatic it might be well not to note that this is extra good blueberry country, or next trip you'll find all your holiday baggage excluded to make room for jars and sealers.

Eventually, the road and the Fraser swing together, and there ahead is Mount Robson . . . we can guarantee that you won't be bored for a minute on this trip, but even if it had been the most boring in the world, you'd consider this superb view more than worth it . . . and so back along the road into Jasper at eight in the evening . . . a hundred miles round trip, with every turn of the wheel worth while.

Other Rainbow Trips

Rainbow Tours run comfortable services to the scenic spots of Jasper Park . . . the short run to Mt. Edith Cavell and Angel Glacier, or to the Columbia Icefields, taking in Sunwapta Canyon, the Athabasca River and Athabasca Falls . . . or for a perfect ending to a perfect day (tho' you don't have to make it in the evening) down "The Game Trail" of Pocahontas and on to Miette Hot Springs, for an evening dip in the flood-lighted sulphur pool, and then the relaxed drive home by moonlight.

RAINBOW TOURS LIMITED

Box 217, Jasper, Alberta

Food and Lodging in Jasper

Like Bread with that "Home-made" Flavor?

So do we, hence we're mentioning in passing that Bill Wightman of the Jasper Park Bakery turns out a mighty nice loaf of bread—just about as "homey" as anything you ever tasted. There's been no cut in quality—and this applies to the cakes, cookies and all the goodies they sell. On the main street—you can't miss it!

Accommodation at Reasonable Rates

Astoria Hotel and Cafe

Jasper, Alberta

Table or Counter Service

Attractive

Clean

Good Food

Also operating Sightseeing Tours anywhere in the Park

George Andrews and Sons, Managers

Phone 86

There's More than Trains:

at the C.N.R. Station at Jasper. There's a dandy Restaurant and Dining Room—the former operated on a "Counter-Service" plan, for those in a hurry, and the Dining Room for the more leisurely type of meal. Whichever you choose, we can assure you of unsurpassed food insofar as Jasper is concerned. For under a dollar you can enjoy an excellent meal at any time in the Dining Room, in quiet surroundings. The Restaurant rates are a little lower. We suggest you time your meals so as to arrive either before or after train arrivals and departures in order to enjoy the best service! Don't forget where it is—in the C.N.R. Station at Jasper. Plenty of parking space available.

The "Digest" Recommends:

JASPER HARDWARE

*for your needs in Camping Equipment, Fishing Tackle
and needs in Hardware.*

Edmonton, Alberta *Gateway to Jasper National Park* *and the Alaska Highway!*

More than 150 years ago, Fort Edmonton, a Hudson's Bay trading post, was built on a site a few miles from the city centre. Destroyed by Indians about 1807, Fort Edmonton was re-established in 1808, and in 1871 Edmonton was incorporated as a village. The year 1898 saw the Klondyke rush, and the overland trail of '98 swelled the population of the thriving town, and in 1904 corporation papers were drawn up for the "City of Edmonton". From that date to now, Edmonton has grown to a city of 115,000 population.

Long a leader in Canadian Aviation, Edmonton boasts a 750-acre Municipal Airport, with runways and buildings costing ten million dollars, while the \$100,000 Administration Building is headquarters for meteorology and control offices and an elaborate communication system which serves the North and West.

Edmonton might well be termed the front door to the Alaska Highway, for this is where the Canadian section of the road really begins, and follows Northward to Grand Prairie, Dawson Creek and thence on to Peace River and Fort St. John and on up into Alaska.

Jasper Park, Canada's largest National Park, is but 240 miles from Edmonton, over a good gravel-surfaced highway, and from there Banff can be reached over the long, easy stretches of the Banff-Jasper Highway (189 miles).

You'll enjoy a visit to Edmonton!

* * *

On the North Side . . .

"The Dell"

On the South Side . . .

"The Tuck Shop"

Whichever side of the Saskatchewan River you're on when in Edmonton, you're on the right side for Good Food if you pop in to either The Dell or The Tuck Shop.

For many years the Alexander family, who own these two spots, have prepared and served fine foods, to the satisfaction of residents of Edmonton and Tourists alike. Everything is home-cooked, and whether you want a full-course meal or a light snack, we're quite sure they can please you.

You'll find The Dell at 10135 Jasper Avenue, next door to the Empress Theatre, and The Tuck Shop is just across from the University. Whichever you choose—you'll be satisfied.

Greer's Limited



10073 Jasper Avenue
Edmonton

We Invite You to Inspect Our Unusual and
High-Grade Importations

For Men and Women

Cashmere Sweaters Burberry Coats
Imported Gloves



For Women

Hand-woven Super Shetland Tweeds
Glenthistle Tweed Suitings
Christie Hats



10073 Jasper Ave., Edmonton

Unlike the new Opera House at Stockholm, which has
expanding and contracting walls,

The King Edward

Edmonton, Canada

One of Canada's Better Hotels

has as yet no such facilities, so the Management regret
that they have so often to refuse would-be visitors.



*If you can possibly do so, let us know a few days
ahead as to time of arrival, so that we may have
an opportunity to place your reservation.*



Latest and Most Modern

Air Conditioned

Dining Room and Coffee Shop

Nothing but the Best of Food



See
Alberta's
Finest
Display
of

(Spode's Jewel with Billingsley Rose)

ENGLISH BONE CHINA and **FINE EARTHENWARES**

From the Patterns of
Wedgwood — Spode
Royal Doulton — Aynsley
Royal Paragon — Royal Crown Derby
Minton

"Famous for 200 Years"

Enquiries by Mail Will Receive Our Special Attention

Reed's China
and Gift Shop

10325 Jasper Avenue—EDMONTON

General Information Concerning

The Alaska Highway—Canadian Section

The Alaska Highway (Canadian Section) commences at Dawson Creek, British Columbia (Mile 0.0), and enters Alaska at Mile 1221.4. It is 475 miles by highway (shortest route) from Edmonton, Alberta. Approximate mileages from ports of entry into Canada to Dawson Creek are as follows: Kingsgate, B. C. to Dawson Creek (via Cranbrook, Macleod and Calgary), 994 miles; Coutts, Alberta, to Dawson Creek, 870 miles. The Highway's total length from Dawson Creek, B. C., to Fairbanks, Alaska, is 1523 miles, of which 1221 miles are in Canada and 302 miles in Alaska. The Alaska Highway has a gravelled, all-weather surface from Dawson Creek through British Columbia and Yukon Territory to the Yukon-Alaska boundary, and is kept open to traffic throughout the year, but ferries are used to cross some of the larger rivers on approach roads between Edmonton and Dawson Creek, and it is not advisable to travel during the spring when the ice is breaking up or during the autumn when ice is forming on the rivers. Information concerning the condition of approach roads in Alberta can be obtained by writing to the Director, Provincial Publicity and Travel Bureau, Edmonton, Alberta.

Travel Regulations: Permits to travel on the Alaska Highway are no longer required, but arrangements for accommodation should be made in advance. The use of Trailers and Cabin Trailers is permissible, but the use of heavy trailers in conjunction with passenger cars is not recommended, owing to difficulties which might be encountered on some of the longer grades.

Camping Facilities: The Canadian Government has prepared public camp-grounds for use by travellers, without charge; at several locations, for those travelling with their own camping equipment and food supplies. Cooking and dining shelters containing stoves and tables are also provided at these camp-grounds.

Bus Services: Buses are operated between Dawson Creek and Whitehorse by the British Yukon Navigation Company, and between Whitehorse and Fairbanks by the British Yukon Navigation Company and O'Harra Bus Lines. Persons travelling by bus are accommodated overnight at Lodges operated by the bus companies. Information concerning schedules and fares may be obtained from either company at Whitehorse, Y.T.

Immigration and Customs Requirements: United States citizens passing through Canada to Alaska do not require passports, but should possess some kind of personal identification.

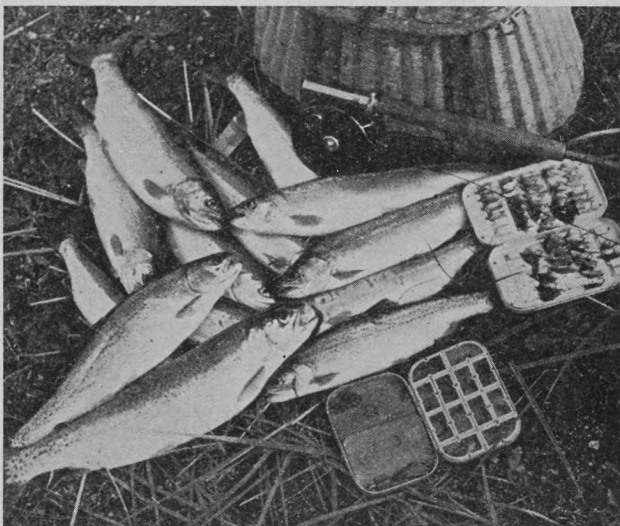
Rifles and shotguns are permitted but must be registered immediately with the Provincial Police authorities. Fifty rounds of ammunition may be brought in free of duty. Pistols or revolvers are prohibited.

Fish and Game Regulations: An Angler's Licence is required in Yukon Territory. Fees are: Resident, \$1.00; Non-Resident, \$2.00. Licence for Fishing is also required in British Columbia.

Hunting: Licence fees for Non-Resident Canadian citizens for Big Game Hunting is \$75.00, and for Non-Residents of other Countries, \$100.00. Licence is also required for British Columbia, and regulations governing Fishing and Hunting in B. C. may be obtained from the Provincial Game Commissioner, 650 Burrard St., Vancouver, B. C.

General Information: Information concerning travel on the Alaska Highway within Alaska may be obtained from the Alaska Road Commission, U.S. Department of the Interior, Juneau, Alaska. Information concerning all matters relating to Yukon Territory should be addressed to the Controller of Yukon Territory, Dawson, Y.T., and for information on British Columbia section, write The Department of Trade and Industry, Victoria, B. C.

An Invitation to Sportsmen and Tourists . . .
MAKE OUR HOTEL YOUR "HOME" IN OLDS!



We'll Tell You Where to Catch 'Em!

Our Rooms Are Comfortable - Our Rates Reasonable

*Reliable information on Fishing and Hunting
in our District*



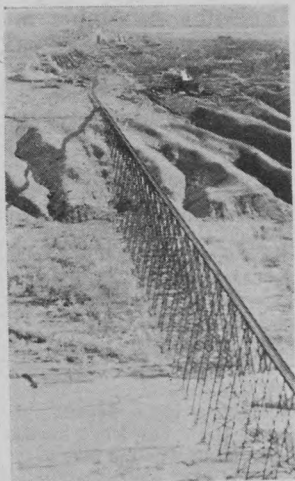
VICTORIA HOTEL

OLDS, ALBERTA

(Under Management of Mr. E. O. Asmundson)

Accommodation and Roadside Facilities Available on the Alaska Highway

Mile	Location	Services and Facilities Available
0	Dawson Creek	B.C. Hotels, Stores, Meals, Gas, Repairs
49	Fort St. John	B.C. Hotels, Stores, Meals, Gas, Repairs
52	Charlie Lake	B.C. Meals, Gas and Oil
101	Blueberry	B.C. Meals, Gas and Oil
147	Beatton River	B.C. Stores, Meals, Gas, Oil, Minor Repairs
171	Mason Creek	B.C. Hotel, Meals, Gas and Oil, Minor Repairs
201	Trutch	B.C. Meals, Gas and Oil, Minor Repairs
232.5	Prophet River	B.C. Store, Meals, Gas and Oil
233	Prophet River	B.C. Meals, Cabins, Gas and Oil
300	Fort Nelson	B.C. Hotel, Store, Meals, Gas and Oil, Repairs
392	Summit Lake	B.C. Meals, Gas and Oil, Minor Repairs
397	B.C. Stores, Meals, Gas, Minor Repairs
423	Racing River	B.C. Meals, Gas and Oil
456	Muncho Lake	B.C. Meals, Gas and Oil
533	Coal River	B.C. Hotel, Meals, Gas, Minor Repairs
620	Lower Post	B.C. Hotel, Stores, Meals, Gas, Minor Repairs
634	Watson Lake	Y.T. Hotel, Store, Meals, Gas and Oil
710	Rancheria	Y.T. Meals, Gas and Oil, Tires
733.4	Y.T. Gas and Oil
777	Morley River	Y.T. Hotel, Meals, Gas and Oil, Repairs
804	Teslin	Y.T. Hotel, Store, Meals, Gas and Oil
836.6	Y.T. Meals
843	Y.T. Hotel, Meals, Gas and Oil
872	Judas Creek	Y.T. Cabins, Meals, Gas. Camp-grounds
883	Marsh Lake	Y.T. Hotel, Meals, Gas and Oil
918	Whitehorse	Y.T. Hotel, Stores, Meals, Gas, Repairs
967	Mendenhall Creek	Y.T. Camp-grounds
996	Canyon Creek	Y.T. Meals, Gas and Oil, Repairs
1013	Haines Junction	Y.T. Camp-grounds
1022	Bear Creek	Y.T. Store, Meals
1094	Burwash Landing	Y.T. Hotel, Store, Meals, Gas and Oil, Repairs
1105	Kluane River	Y.T. Camp-grounds
1184	Dry Creek	Y.T. Hotel, Meals, Gas and Oil
1206	Snag	Y.T. Canadian Immigration and Customs
1210	Y.T. Meals, Gas and Oil
1213	Mirror Creek	Y.T. Camp-grounds
1221.4	Canada-Alaska Boundary	
1226	Scottie Creek	Alaska Store, Gas and Oil
1270	Northway	Alaska Store, Gas and Oil
1318	Tok Junction	Alaska Meals, Store, Gas and Oil
1428	Big Delta	Alaska Meals, Gas and Oil, Stopover
1458	Richardson	Alaska Meals, Gas and Oil, Repairs
1523	Fairbanks	Alaska Hotels, Stores, Meals, Gas and Oil



Welcome to Lethbridge

This Area Served by Highway 89

One of the most attractive cities of the Western Canadian plains, with its wide, neatly laid out streets. It is only 90 miles from Waterton Lakes National Park, playground of Southern Alberta, an ideal spot for your holiday, and one of the most beautiful mountain parks in North America.

THE HIGH LEVEL BRIDGE, west of the city, is the most famous of tourist attractions in Lethbridge. Built 40 years ago by the Canadian Pacific Railway, it still retains its claim to being the longest-highest bridge of its type in the world.

The City of Lethbridge is the centre of a great irrigation district, and of a rich farming and ranching area. Here there is growing industrial activity, and with the completion of the \$15,000,000 St. Mary Dam, the continuation of the area's present prosperity is certain and the growth of Lethbridge is assured. Within a short distance of the city are two beat sugar factories and three vegetable canneries, just a few of the many industries stemming from the area's agricultural economy. Coal and oil are also easily available for industrial expansion.

FORT WHOOP-UP. A cairn marks the site of this most notorious of Alberta's pioneer forts, 11 miles south of the city. It was the chief post in the Blackfoot country, and here whiskey was traded for buffalo hides. Wagonloads of these valuable skins were transferred to Fort Benton, Montana, headquarters of the American Free Traders, who, dominating Southern Alberta, recognized no law but their own.

GALT GARDENS, in the heart of the city, attract the tourist with their expanses of lawn under shady trees. Here also is to be found the Gurney Museum, a popular spot, containing many historical relics and fine specimens of wild life.

Lethbridge Chamber of Commerce

LETHBRIDGE, ALTA.

Shops and Accommodation in
LETHBRIDGE, ALBERTA

The Marquis

Lethbridge's Leading Hotel

European Plan

DINING ROOM SERVICE

CORNER 4TH AVENUE AND 7TH STREET

Lethbridge, Alberta

L. G. DIXON, Manager

We Invite you to Inspect our Stock of

FINE ENGLISH CHINA

Spode and Coalport

Dinner Sets

Coalport China Flower Groups

One of the Most Comprehensive Stocks in the West!

Consumers' Hardware & Supply

516-518 Third Avenue South

Lethbridge, Alberta

There's "Satisfaction" When You Get Your Service at
BENY CHEVROLET OLDSMOBILE LTD.

Successors to Baalim Motor Co. Ltd.

Sales and Service

Automobiles :- Trucks :- Tires

Two Downtown Locations in
LETHBRIDGE, ALBERTA

and

When You're in Medicine Hat Call at
BENY CHEVROLET OLDSMOBILE LTD.

Chevrolet, Oldsmobile and Cadillac Automobiles

Chevrolet and Maple Leaf Trucks

Phone 4055 for Service

A Home-like Atmosphere

The Alexandra Hotel

Rooms with Bath from \$2.50 per Day

Rooms without Bath, from \$1.50 per day

A Comfortable, Quiet Hotel in the Centre of Everything

On Fifth Street

Lethbridge, Alta.

Mr. A. E. DUPEN, Manager

Benny's Coffee Shop...

which is next door to the Capitol Theatre in Lethbridge is a good place for a quick meal or snack. We have had meals there on several occasions, and were always well looked after. It isn't elaborate, but it is clean, and the food is quite good.

“JO” Guest Ranch

Southern Alberta



*“Where you’re greeted with
a smile—Western Style”*

For a hunting, riding, or fishing holiday that is really full of that western atmosphere, the “JO” Guest Ranch offers its full quota to the vacationist who is seeking a memory bag full of such things as ham and eggs, western style, days full of zestful outdoor pastimes, evenings yarnning and dancing, and nights of deep, cool, slumber.

The ranch is ideally located 17 miles west of Pincher Creek, in the shadow of the Rockies, and adjacent to Waterton National Park. The Lodge is modern, but lacks none of the traditional charm of the West, and its spacious lounge with big fire-place is the natural place for a relaxed hour after sundown. Equally modern are the log cabins, recreation lodge (“Sportsman’s Inn”), and dining cabin, where you’ll really wade through wholesome meals served in the western manner.

Unless you prefer to just loaf, your time will be filled with Riding, Hunting, Fishing, Swimming, Photography, Archery and Old Time Dancing.

The location is central for driving to Waterton, the scene of the Frank “Slide”, the Duke of Windsor’s Ranch, or to the Calgary Stampede. Whatever ranch activity you prefer to do, horses, guides, meals, entertainment and accommodation are all included in the ONE RATE . . . and if you go for winter sports, come back in the winter, it’s a good location!

For folder and rates write—

“JO” Guest Ranch

BEAVER MINES, ALTA.


Macleod, Alberta . . .

The figure of the red-coated "Mountie" has always been associated with the town of Macleod, ever since October 13th, 1874, when the N.W.M.P. pitched their tents on the banks of the Old Man River after an arduous march of about 1000 miles across the prairies. Here they built their log fort and in honour of their leader, Assistant Commissioner James F. Macleod, they called it Fort Macleod. Outposts were established and the redcoats firmly maintained law and order among both Indians and white men. A thriving community soon gathered about the fort and so the Town of Macleod came into being.

Macleod is now a flourishing town of about 2000 inhabitants, and its broad paved streets, fine buildings and beautiful homes and gardens make a favourable impression on visitors.

On June 30th and July 1st each year the colourful days of the West are revived at the time of the Macleod Stampede, when the broad hats and gay neckerchiefs of the cowboys are the costume of the day and the Indians ride forth in all their ancient splendour of buckskin, paint and feathers.

TOURISTS GOING TO WATERTON AND GLACIER PARKS will find Macleod conveniently situated as an overnight stopping place. There are good hotels, and a new cabin court. It sometimes pays to stop in a smaller place rather than be disappointed at finding everything taken when you go further on. We know you'll enjoy Macleod.



Foothills Auto and Trailer Court

Right on Highway No. 3, going toward Lethbridge at South End of town. This is a new Court—with small compact cottages—and also Trailer space and facilities. The cottages aren't elaborate, but they are clean and are good value in accommodation. Each one has bedroom, with double bed, bathroom with shower, toilet and basin and a kitchen with gas stove for cooking, dishes, and other requisites for house-keeping—plus a studio lounge which opens out when needed and provides sleeping accommodation for an extra couple.

Rates are from \$4.00 for two people. Suggest you phone or wire ahead in rush season. Phone number is Macleod, 290, and a wire addressed to Mr. and Mrs. Schwindt, Foothills Auto and Trailer Court, Macleod, will reach them. Or, if you have time, write for reservation and send deposit.

Macleod, Alberta

"All Roads Lead to—"

The Rexall Drug Store—So they say in Macleod. And for a good reason. For instance, take cosmetics—you'd hardly expect to find English lines such as Hill's Devonshire Violets—English Lavender—together with a complete display of Lenthéric, Harriet Hubbard Ayer, and Lucien Le Long. And—to lure you further, they've beautiful English china, including Doulton Figurines, which aren't always easy to obtain. There are also photographic supplies, including new Kodaks and plenty of film in all sizes. The lovely Purses—Leather Goods by Julian Sale—the grand selection of Eversharp and Parker Pens and Pencils—make this store one of the outstanding shopping spots in Alberta.

For a Better Cup of Coffee . . .

You'll hit the trail in Macleod to THE JAVA SHOP. It's in the Greyhound Bus Depot, and they do make a specialty of good Coffee served piping hot!

As for the Meals—they leave nothing to be desired. They are deliciously cooked—well served—and you can either get service in a hurry at the counter or dine more leisurely in the booths.

Queen's Hotel AND *American Hotel*

Rooms with Bath or Shower - Comfortable Accommodation
(Under Management of Mr. A. G. Swinarton)

YOU'RE WELCOME

Whatever Make of Car You Drive

Our Service Department is equipped and staffed to provide every service operation on every make of car or truck. Drive in today.

GEO. H. SCOUGALL GARAGE

Chevrolet - Telephone 205 - Oldsmobile
Modern Rest Rooms Red Indian - Texaco Products

Waterton Lakes National Park

ALBERTA

WATERTON LAKES NATIONAL PARK is one of the most colourful and charming of Canada's Mountain Playgrounds. Situated in the southwest corner of Alberta, it lies along the eastern slope of the Rocky Mountains where they approach the International Boundary line, and contains an area of 220 square miles. The park also adjoins Glacier National Park in Montana, with which it forms the Waterton-Glacier International Peace Park.

An outstanding feature of the park is Upper Waterton Lake, from which the park takes its name. Seven miles long and nearly a mile wide, the lake occupies a deep trench between two high mountain ranges. From the northern end one may gaze down its entire length and admire the splendid peaks which rise from the water's edge. The lake is crossed by the International Boundary, and its beauties are thus shared both by Canada and the United States.

Things To Do At Waterton Lakes National Park

You'll find plenty to do at Waterton. If you want to Ride, the Pony Stands in the Park will see that you get the sort of horse that suits you, and you can either go off by yourself for a couple of hours or go on a Guided Trip for half a day or a day, to such beauty spots as Cameron Lake, Bertha Lake, Krypt Lake, or other organized daily trips. Wherever you go—you'll find lovely trails and even lovelier scenery!

The Fisherman won't be disappointed in Waterton Park, either, for we know of few places in the National Parks that can equal Waterton for fishing. Our advice is to go either to the Parks Administration office, or else to one of the shops selling fishing tackle, and talk it over with them as to where they are getting good catches. They'll give you the right dope—and you won't come back with an empty creel if you follow their suggestions!

Launch Trips on the Lake are very popular. Check with your Hotel or Auto Court about times they leave daily, and if you want something more exciting, get the information on the speed boat trips on the lake.

Accommodation: We have recommended what we consider to be amongst the best, but we also suggest Waterton Lakes Bungalow Camp, operated by Mr. and Mrs. E. Hagglund, which is a nice, clean little camp, with fully modern cabins at reasonable prices. Crandell Apartments offer nice suites or hotel rooms. The Prince of Wales Hotel, operated by the Great Northern Railway is, of course, the de luxe place at Waterton, but if you want something more reasonable, you'll find it downtown at any of the places recommended by us.

A Welcome Awaits You . . .

At the Ballinacor Hotel, in Waterton Lakes Park, which is now under the new management of Mrs. F. E. Kuschel, whose long experience assures you of the utmost in comfort while you are a guest in her Hotel.

There's a very attractive Lounge, with open fireplace, for your relaxation—and a very good Coffee Shop to satisfy the appetite you're sure to whip up at Waterton! For your added convenience, a Beauty Parlour and Barber Shop are also situated in the Hotel.

AND DON'T OVERLOOK

the Souvenir Shop, which specializes in English China of the better makes, together with a choice selection of Gifts and Souvenirs.

All in all—we think you'll be very well satisfied if you make your home in Waterton at

Ballinacor Hotel

Write, wire or 'phone for reservations

WATERTON LAKES HOTELS and CHALETS

A. ROPER, Manager

FULLY MODERN ACCOMMODATIONS

Situated Right in the Townsite

CHALETS IN CONNECTION

SPECIAL RATES BY WEEK OR MONTH

Hotel Fully Licensed

Phone 12

Member A M A

TO OUR FRIENDS
ACROSS THE BORDER

Simpson's

REGINA
EXTENDS A WELCOME



*You'll Enjoy Shopping
at Simpson's*



MAN! ^{*}It's MANITOBA CANADA

For Family FUN!

Come North for that
"different" vacation
you've always promised
yourself . . .

spend it this summer "Inside the
Rim of Adventure" — in Mani-
toba. See nature's wonder-
land combined with modern
living. New, exciting set-
tings for every kind of
sport and play.



** For Dad and
All the Family!*

948
The Government Travel & Publicity Bureau,
(179) Legislative Bldg., Winnipeg, Canada.

Please send me FREE Vacation "Preview."

Name.....

Street.....

City.....



WEDGWOOD'S

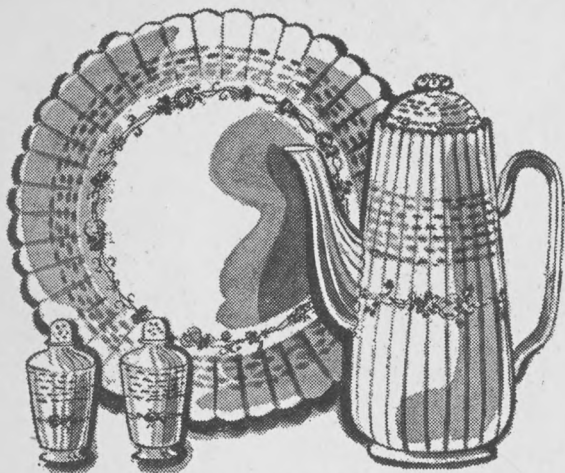
Celest Florentine

An exquisite scroll pattern from Florence, Italy, in colorful hand-done enamel forms a delightful contrast to the gleaming white background, and the centre portion is enhanced by a delicate floral motif. A lovely feature of the Wedgwood bone china is the fact that the decorations are never discontinued . . . they, too, can be filled in at any time.

**DAVID SPENCER
LIMITED**

Vancouver

British Columbia



SPODE'S

Hazel Dell

Beautifully printed in soft, pleasing colors under the glaze, the Hazel Dell is a most delightful creation of Spode, applied to the Chelsea Wicker shape of the early nineteenth century. Spode decorations are never discontinued and can always be filled in to complete your service.

**DAVID SPENCER
LIMITED**

Vancouver

British Columbia

You are Invited

to inspect our

UNUSUAL and HIGH-GRADE IMPORTATIONS
for MEN and WOMEN

- | | |
|-----------------------|----------------------------|
| ● Harris Tweeds | ● Scotch Tweeds |
| ● Cashmere Sweaters | ● Cashmere Coats |
| ● Imported Sportswear | ● Goray Skirts |
| ● Daks Slacks | ● Atkinson's Poplin Ties |
| ● English Argyle Sox | ● English Hand-made Gloves |



Kynoch Scarfs, Etc.

Hand-woven Mohair Throws

Genuine English Blankets



The British Woolen Shop

(J. D. Anderson)

Banff

In the Mount Royal Hotel Block

Alberta